

The NATIONAL UNDERWRITER

April 30, 1960
64th Year No. 18

—The National Weekly Newspaper of Life and A&S Insurance—

Second class postage paid at Chicago.
Published weekly (with two extra issues in September) at 175 W. Jackson Blvd., Chicago 4, Illinois.

30¢ a copy
\$7.50 a year

Headline-Grabbing By Forand Bill Backers Feared At AMA Conference

By WILLIAM MACFARLANE

Many A&S executives are concerned lest the militantly aggressive backers of Forand-type medical care legislation steal the show at the May 13-14 Chicago conference called by American Medical Assn. for representatives of medicine, labor, insurance and industry.

The fear is that many of these Forand advocates are so much better versed in outmaneuvering the opposition by crude but highly effective tactics that in the planned forum discussion, logic and facts will have little chance. It could be a propaganda field day, with corny emotionalism running rampant and dominating the newspaper headlines.

No one in the business is questioning AMA's purpose, that is, to gather together all the segments of labor, industry, the medical profession, the insurance industry, and other groups interested in the payment of medical care bills, in the hopes of obtaining some suggestions for extending health insurance for all ages without government subsidy or control. What A&S people are worried about is AMA's ability to maintain control of the meeting and not let it become a free-for-all dominated by the very groups who are promoting a federal take-over of the health insurance business.

Health Insurance Council, which is Health Insurance Assn.'s agency for

relations with the medical profession, will be represented at the conference by Arthur M. Browning, HIC chairman and New York Life's vice-president in charge of group insurance; E. J. Faulkner, past chairman of HIC and president of Woodmen Accident & Life; Raymond F. Killion, chairman-elect of HIC and 2nd vice-president of Metropolitan Life, and William J. McBurney, chairman of HIC's claims committee and executive general manager of Prudential. Others attending will include Joseph F. Follmann Jr., HIA director of information and research, and Richard R. Shinn and Charles A. Siegfried, 2nd vice-presidents of Metropolitan Life.

Labor Representatives Listed

Labor will be represented at the conference by delegates from the AFL-CIO and United Mine Workers. Management spokesmen will be provided by such groups as American Management Assn., Assn. of American Railways and American Farm Bureau Federation. Also attending will be representatives from Blue Cross and Blue Shield, American Hospital Assn. and American Dental Assn.

Although insurance people decided to go along with AMA as long ago as last year, when the medical association first suggested the conference, they have never felt any real enthusiasm for the get-together. Further complicating the situation was a recent story in the New York Times which made it appear that the conference would be a summit meeting between the AMA and labor to compromise their differences on grafting health insurance to the social security program. As late as two days after the item appeared in print, some A&S people, although not using the word "sell-out," were still suspicious that AMA might alter its firm stand against Forand-type legislation. The misleading story has since been

(CONTINUED ON PAGE 19)

49% Of Those 65 Or Over Are Covered For Illness Expense

HIA Finds Proportion Having Insurance Has Risen 14% In Two Years

NEW YORK—Of all Americans age 65 or older, 49% have insurance protection against the costs of ill health, an increase of 14% in the last two years in the proportion of such citizens so covered, according to Health Insurance Assn. of America. The new survey is the first nationwide study since early 1958.

About 7.7 Million Covered

There are 15.7 million persons in the 65-and-over age group and an estimated 7.7 million of them had health insurance at the beginning of 1960. The HIA report is based on coverage trends revealed in government and private surveys made during the last decade and on developments in the health insurance business.

Because of accelerated activity on the part of insuring organizations in the 65-and-over range, the growth of health insurance protection in that segment of the population during the last eight years has been much more rapid than for the population as a whole.

1 Out Of 4 Covered In '52

In early 1952, one out of every four senior citizens had health insurance, and now one out of two is so protected, according to HIA. Over the same period, the growth in coverage for the total population was from nearly six out of every 10 persons to a little more than seven out of 10.

In addition to the 49% of the 65-and-over who now have health insurance

(CONTINUED ON PAGE 19)

Ordinary Sales In March Up 1%; Small First Quarter Drop

Ordinary sales in March were \$4,573,000,000, an increase of 1%, according to LIAMA, and ordinary sales for the first quarter totaled \$11,859,000,000, for no percentage change, but a small dollar decline of \$4 million.

Total sales in March were \$6,156,000,000, a gain of 4%, and for the first three months were \$16,199,000,000, a 2% increase.

Group Sales Up 35%

March group sales amounted to \$1,013,000,000, a rise of 35%, and during the first quarter totaled \$2,724,000,000, up 15%. These figures represent only new groups set up and do not include additions to group contracts already in force.

Industrial sales in March were \$570 million, a decline of 10%, and for the three months totaled \$1,616,000,000, a 5% drop.

Flemming Says Ike Will OK Voluntary Coverage For Aged

WASHINGTON—Secretary Flemming of the Health, Education & Welfare Department says he believes President Eisenhower will approve a voluntary federal subsidy plan to provide medical care for older persons with low incomes. He said he hoped to outline the administration's position on Tuesday.

President Eisenhower indicated at a news conference that he is "utterly opposed" to any plan that would provide such aid through the OASI program.

The Stuart agency of St. Louis led General American Life agencies in individual life sales in March.

Contributions For NALU Building Fund Near \$200,000-Mark

Nearly \$200,000 of NALU's goal of \$505,000 to pay for and equip its headquarters building in Washington, D. C., has been contributed. The fund-raising campaign is scheduled to run through NALU's annual convention, Sept. 11-16.

According to Eber M. Spence, campaign director, it is still possible for contributors of \$100 or more to have their names memorialized on bronze plaques that will be erected in the lobby of the building. Unlike the listing of charter builders, which will be arranged alphabetically by states by the time of the annual convention in Washington, the supplementary list of \$100 contributors will be alphabetically only and will be erected at a later date.

Among NALU's local associations, one of the best records is being turned in by the Peoria unit with 72% of its membership already contributors, for an average contribution of \$38. Some 35% of the membership are charter builders.

The Vermont association was the first state unit to exceed its charter builder and donor quotas.



Standing beneath his famous "dumbbell" picture, Julian S. Myrick, Mutual of New York, New York City, left, receives a sterling silver tray from Frederick W. Ecker, chairman of Metropolitan Life, at a surprise 80th birthday party for Mr. Myrick at the River Club in New York. Sharing the spotlight is Charles J. Zimmerman, president of Connecticut Mutual Life, who served as toastmaster. The tray is inscribed with the names of the more than 100 top officials in the insurance business who attended the party. Sponsors of the affair were Paul F. Clark, chairman of John Hancock, Mr. Ecker and Peter M. Fraser, a director and former president of Connecticut Mutual.



Lewis W. Chapman, left, director of company relations of LIAMA presents a gift—a pen set—to Robert F. Robinson Jr., Carolina Life district manager at Albany, Ga., during graduation exercises at LIAMA's 176th school in agency management in Daytona Beach, Fla. Mr. Robinson was the 10,000 graduate of the schools, which have been conducted by the association since 1929.

Tells How To Keep Claims Down While Writing A&S Volume

The problem of writing A&S business in volume while still keeping the loss ratio in bounds was examined by B. K. Bicknell, vice-president and claims superintendent of Paul Revere Life, at the A&S spring meeting of LIAMA at Chicago. He summed up the factors which have a direct bearing on the claim loss ratio as selection of agents, training agents in proper risk selection, work habits of agents, questionable field underwriting, volumitism, and quality business.

Mr. Bicknell said the prescribed limits which determine an acceptable loss ratio vary with individual companies, but all companies employ about the same formula to obtain desired results. In order for this formula to work, there must be a normal claim experience.

Has To Be Reason

If a loss ratio continues past the prescribed limits, there has to be a reason for it, and the first thing to determine, is whether or not the policyholders are producing a normal claim experience, he said. If it is found that the claim frequency is considerably more than was expected, the average claim is longer than expected, and there are an unusual number of disputed claims or claims involving malingering or rescissions, then there are too many insured abusing their policies.

He pointed out that A&S policies, because of the coverage they provide, are subject to more abuse than other forms of personal insurance. There is a tremendous difference between claims presented under life policies and those under A&S policies. People usually do not want to be one of the claims which determines the life mortality rate; however, they not only do not mind but sometimes actually try to be a claim which will effect the morbidity rate in A&S insurance.

Some Abuse Policy

Some A&S policyholders will present legitimate claims and will receive prompt and satisfactory claim service; others will abuse the policy by claiming the benefits due them and more by malingering, and by presenting claims on completely fictitious disabilities. Also, there are those who may have some warning of an impending health breakdown and will attempt to get under the cover of a good disability policy. "The degree of use or abuse to which policyholders subject their policies is, in my opinion, exactly measured by the quality of those policyholders."

The quality of A&S business is determined by the quality and training of the agent who writes it, he said. "Business written by high-grade, well-trained agents will produce claims which can be handled promptly, liberally, and with a normal claim experience. Average agents will write average quality business, and these claims will require closer study, more investigation, a bit slower claim service, and a loss ratio on the lower side of acceptable limits. A poor agent will write poor business. . . . It seems to me, therefore, that the seriousness and extent of claim problems, and claim loss ratios, which confront the agency vice-president will be determined to a considerable degree, by the selection standards which he establishes and

Midwest Trainers Assn. Meets At Chicago



Eugene Busche, field supervisor of Indianapolis Life (left), chairman of Midwest Trainers Assn., at the mid-year meeting of the organization in Chicago last week with Andrew Cordischi, director of Training of North American Life of Chicago, who was chairman of the program.

North American Life of Chicago was host last week at the Palmer House to the spring meeting of Midwest Trainers Assn., an informal organization of life companies in Indiana, Wisconsin, Ohio, Michigan, Kentucky and Illinois, which exchange ideas on training agents and general agents.

Andrew F. Cordischi, director of training North American Life, was program chairman in charge of the theme for the two-day meeting—manager training.

There were 18 companies represented at the Chicago meeting out of a total rotating membership of about 50. Chairman of Midwest Trainers Assn. is Eugene Busche, Indianapolis Life.

enforces in appointing new agents."

After some agents finish their training and get into the field, they develop, through ignorance, poor training or intent, work habits at claim time which result in high loss ratios, dissatisfied policyholders, loss of company reputation and more problems for the agency vice-president. He said his claim experience had indicated that two or three of these work habits result in a majority of the claim problems, and he discussed each one.

The first problem is servicing the policyholder at claim time. Many agents tell their new policyholders that, in the event of a disability, they should notify the agent, and he will help them present their claim. When the agent receives a call to provide this service, he can find himself involved in a situation which can present both him and his company with problems.

"If an agent does not suggest his participation in claim service, Mr. Bicknell said, he seldom gets involved in it. If he is trained to show his policyholders how simple it is to complete a claim blank and also explain to them that in the event of a disability prompt notice directly to the claim department is the best way to get good claim service, this problem can be generally avoided." Another situation that is a by-product of this particular work habit is that the agent can spend too much time helping complete insured's part of the claim blank, and contacting the doctor and the hospital for their proofs. If an agent is performing these services he is not selling, and often it is evident that an agent's early arrival at a production plateau or even a loss of production is

(CONTINUED ON PAGE 19)

550 Wis. Agents, Managers Sign Letter Protesting Direct Writing Of Group Cases

MADISON—Approximately 550 agents, general agents and managers in this state have signed a letter protesting direct writing of group cases. The letter will be sent to presidents and directors of 50 life companies, commissioners of all states, American Life Convention and LIAMA.

Presentation of the letter for signature at a meeting of 600 agents and managers here included explanatory background comments by a spokesman for the signers, who said that he and many of his fellow agents had heard occasional rumblings about direct writing of group cases for two years.

The subject is not a new one and most agents and managers are "greatly disturbed" because of this trend, he said. Since the beginning of this year, seven life companies—major ones—have been asked to prepare bids or proposals for across the board group coverages for one of the large Wisconsin corporations. Three or four of the companies asked to bid had agents

actively pursuing this business. The balance of the companies were simply asked for their quotations, he said.

A consultant was involved in the proposition. He prepared the specifications for the various group coverages and informed the interested life companies. In the specifications, he requested these same companies to eliminate the services of an agent or broker and to eliminate the loading for commissions or to quote their rates showing the minimum commission that they would pay.

Four of the companies asked to bid on this basis presented their figures in accordance with their regular commission schedules and ignored the request of the consultant on that point. However, three of the companies followed the consultant's request and were willing to ignore the commission schedules.

Action has become necessary and demanding, the spokesman said. At the

(CONTINUED ON PAGE 6)

Security Benefit Holds Sales Conference; Two Agents Are Honored

The annual sales conference of Security Benefit Life was held in Ojai, Cal., this month.

The company was host to leading field underwriters and their wives from 40 states, District of Columbia and Puerto Rico. The three-day session was designed to allow ample time for recreational activities along with informative sales sessions covering the latest developments in the business. New promotional ideas were presented, along with new advertising materials and an explanation of revised forms and new policies introduced by the company.

Among speakers on the program were Commissioner Sullivan of Kansas; Dr. Frederic R. Stearns, vice-president and medical director Security Benefit Life; Arthur F. Kehle, MDRT life member, and Art Baker, radio and TV producer.

Company officers and personnel in attendance included: J. H. Abrahams, president; Herbert F. Laing, vice-president and treasurer; Dean L. Smith, vice-president and secretary; Marc F. Goodrich, assistant director of agencies; James H. Metzger, advertising director, and Mrs. Wendell Ives, sales conference secretary.

At the president's dinner, Doreston Johnson, Los Angeles, was named outstanding agent of the year for his all around high production and persistency record. Gordon Taylor, Los Angeles, was named to the company's guild of master builders.

Bruce H. Smith, executive secretary National Assn. of Independent Insurance Adjusters; Bruce G. Gifford, managing director International Assn. of A&H Underwriters; Secretary of Labor James Mitchell, and State Senator Albert E. Bennett.



Bankers Of Iowa Has Big Gain In Ordinary

The report in last week's issue of first quarter results of Bankers Life of Iowa incorrectly indicated that the company's insurance in force totals \$1,606,000,000. This is the amount of group in force.

As announced by Bankers Life, individual sales were about 12% greater than the same period in 1959, a record year. This brought ordinary insurance in force to \$1,996,000,000 and group in force to \$1,606,000,000 for a total of \$3,602,000,000, an increase of more than \$50 million for the year to date.

Early Hotel Reservations For NALU Convention Urged

WASHINGTON—Early reservations for hotel rooms at the annual meeting of NALU in Washington, D.C., Sept. 11-16 are urged by Executive Vice-president Lester O. Schriver of NALU.

"In view of the fact that we expect a record attendance at our 1960 annual convention—which will feature dedication of the new NALU headquarters building—we urge all persons to make their hotel reservations as early as possible," he said.

Applications for hotel reservations were contained in the April issue of Life Association News, NALU's official magazine. They should be sent to the housing bureau, NALU convention, Washington Convention and Visitors Bureau, 1616 K Street, N.W., Washington 6, D.C., as should all requests for information about hotel reservations.

ter

ases

business. The
were simple
s, he said.
lved in the
the specific
group cover
interested li
tions, he re
companies
an agent on
the loading
e their rates
mission the

asked to bid
their figures
regular com
ored the re
that point
panies fol
request and
ne commis

essary and
said. At the
E 6)

Has
nary

's issue of
ankers Life
ated that
in force
the amount

Life, indi-
2% greater
9, a record
y insurance
d group in
a total of
of more
ar to date.

tions

n Urged

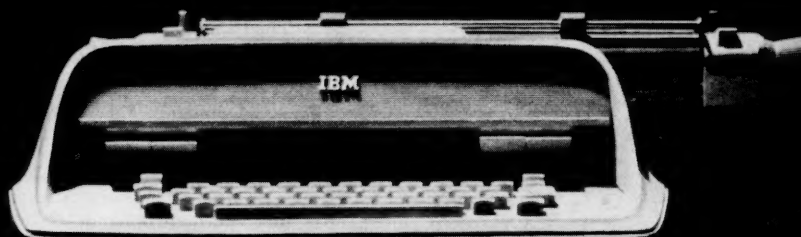
reservations
al meeting
D.C., Sept.
tive Vice-
hriver of

we expect
1960 an-
ll feature
LU head-
all persons
ations as

ervations
l issue of
J's official
ent to the
nvention,
l Visitors
W. Wash-
requests
reserva-



The new IBM Electric



Why shouldn't the most used machine in the insurance office be the most modern of its kind?

The most used machine in today's insurance office is undoubtedly the typewriter. Today, more and more insurance executives are recognizing the advantages and economies resulting from the use of modern and more efficient versions of this essential office tool.

If your typists are now using manual typewriters, consider this! For less than 2% of the total cost of a typing station you can modernize it with an IBM Electric. With many insurance companies realizing production increases far

in excess of 2% through the use of the IBM Electric, this fine typewriter, at the very least, pays for itself.

Yet, increased production is just part of the IBM Electric story. Because electricity does most of the work, many companies report, typists' morale is improved and employee turnover is reduced. The typing itself is always clean, sharp and uniform. Whether it be a Policy, Group Proposal or an Estate Plan, this superb typewriter turns out a finished

product that will be truly representative of your organization.

If you need still further proof that the IBM Electric is a sound economical investment, consider, too, the fact that it consistently brings top trade-in price. Then call your local IBM office and arrange to have our representative demonstrate in your own office how the IBM Electric can keep your typing station costs down. We think you'll be impressed. **IBM®**

ELECTRIC TYPEWRITER DIVISION

CONGRATULATIONS, UNITED LIFE AGENTS!



During 1959, YOU HAVE...

- ✓helped increase Life Insurance in Force to more than 400 million dollars...
- ✓brought in over 101 million dollars in new Life Insurance paid-for...
- ✓helped increase company assets to over 43 million dollars...

We want everyone to know we're proud as punch with the job being done by our crack field force. We believe in them, we back them 100%; we go all the way to help them sell more efficiently. Want more details on this company's concept of "agent-mindedness"? Write now.

UNITED LIFE AND ACCIDENT INSURANCE COMPANY

ESTABLISHED 1913 • CONCORD, NEW HAMPSHIRE

Write H. V. Staehle, Jr., C.L.U., Field Management V. President, United Life, 5 White Street, Concord, N. H.
STATES SERVED: Cal., Conn., Del.*, D.C., Fla., Ind.*, La., Me., Md.*, Mass., Mich.*, N.H., N.J., N.C.*, Ohio*, Pa.*, R.I., Vt., Va.*

*General Agency Opportunities Available
Overseas Territories Available
Brokerage Opportunities Available

TODAY MORE AND MORE INSURANCE COMPANIES

are using the

Audioscope "EXECUTIVE"
the new, handy TWO-IN-ONE combination
THE PERFECT AUDIO-VISUAL UNIT

The only rear view projector which accommodates 12" records giving 50 minutes narration at 33 rpm or 100 minutes at 16 rpm speed.

Quotes from well satisfied customers:
Farmers Insurance Group, Portland, Oregon; "... this machine will do everything we want it to and we would like to publicize it among our agents in this area."

Califilm Productions, San Diego, Calif.; "... we like the machine. In fact we were very impressed with it. Its appeal to the eye, the ear, and sales-minded imagination is equalled only by its appeal to the pocketbook!"



Prof. Price: **\$98.50** F.O.B. N.Y.

AUDIO-MASTER CORP. 17 EAST 45th St., NEW YORK 17, N. Y.

Burns To S.F. Agents: Present Selling Trends Distort Proven Ways

The present marketing trend in selling life insurance is distorting long established and proven practices and now threatens public relations and agency relations, Donald Burns, executive vice-president of California Life Underwriters Assn., told members of the San Francisco association at their April meeting.

Mr. Burns said life agents in California do not intend to weaken their fight against franchise and wholesale insurance, group coverages with only token or no commissions, or any other form of mass franchise marketing or direct writing.

He informed the group that the association's protests against the latest group arrangement by the California Veterans Administration (by which veterans may carry additional life insurance than that required to cover their loans, at a rate of 10 cents a thousand up to 20% of the amount in force protecting the loan) have attracted the attention of the insurance, finance, and veterans affairs committees of the legislature. He reported that these committees have resolved to look into all of the veterans' insurance programs.

"The companies are practicing greed and hypocrisy in these marketing trends, he said. He also stated that managers and general agents have a very big stake in this situation; that agents don't know what their own companies are doing—but are becoming concerned. One of the major objections to the added veterans program is that the state acts as an agent in collecting premiums and servicing this business.

Mr. Burns reported that the assembly's finance and insurance committee has drafted a bill to be considered at the 1961 session of the legislature which would regulate the franchise group programs. The committee has been holding hearings since adjournment of the last session.

Don G. Mitchell Named Mass Mutual Director

Don G. Mitchell, president of General Telephone & Electronics Corp., and chairman of its subsidiary, Sylvania Electric Products, has been elected a director of Massachusetts Mutual.

The election took place at the company's annual policyholders meeting, during which Leland J. Kalmbach, president, predicted that interest rates on investments will continue at their present high level.

Mr. Kalmbach said, "During the 1950s there was a gradual upward trend in interest rates due chiefly to the heavy demand for loanable funds on the part of business, industry, construction and governmental bodies. In my opinion, the demand for funds in the 1960s will continue to be high in relation to funds available for investment and, therefore, I believe that interest rates will remain at high levels except for short readjustment periods."

Lutheran Brotherhood Has Gains

An increase of more than \$41 million in the first quarter has boosted Lutheran Brotherhood's in force total to \$1,178,923,300. Total number of policies in force increased from 402,350 to 410,252.

Report Indictment Of Five Persons Over West Buechel Bonds

A federal grand jury at Fort Worth reportedly has indicted five persons on charges of violation of the securities laws, conspiracy and fraud by mail and telegram in the transactions surrounding the issuance and sale of \$2 million of bonds issued by the class six city of West Buechel, Ky.

The individuals named are reported as Henry J. Stites, Louisville attorney who represented West Buechel and Bankers Bond Co., which sold the bonds; Charles D. Dunne, president of the Dunne Press of Louisville; James E. Dunne II, son of C. D. Dunne; BenJack Cage, former Texas boy wonder insurance promoter now living in Brazil; and Leslie E. Gwaltney Jr., former Alabama commissioner.

Cage is under a 10-year prison sentence for embezzling \$100,000 from ICT Ins. Corp. on a conviction dating back to 1957.

The indictment reportedly states that on the advice of Mr. Stites, the board of trustees of West Buechel, a small hamlet near Louisville which has been depopulated as a result of the bond issue to about 20 persons, voted in 1954 to issue \$2 million in bonds for waterworks, sewer drainage and streets. Charles Dunne was engaged by Mr. Stites and Bankers Bond Co. to find buyers for these bonds and BenJack Cage, through Cage & Co., bought the whole issue, putting down \$275,000 in cash and \$1,725,000 in promissory notes at 5%.

Bonds Distributed By Cage

The bonds were then distributed by Cage & Co., according to the indictment, to various insurance companies in and out of the Cage insurance group. Some of them wound up in the vaults of the state of Alabama as deposits for insurance companies.

It is reported that BenJack Cage agreed that the Dunes would be paid \$100,000 by Cage & Co. as their commission. Mr. Gwaltney is accused of substituting \$10,000 in West Buechel bonds for an equal amount of Florence, Ala., city bonds on deposit with the state.

Last November a federal court had a trial in Louisville on the bond issue, but no decision was handed down because of a hung jury. The defendants in that case were the Dunes, Bankers Bond Co. and the chairman of Bankers Bond Co., Mrs. Elinore Sedley. Charges were brought by All States Life of Dallas, of which the president is B. F. Biggers, and Texas Continental Life of San Antonio. These companies said they were defrauded when they bought \$250,000 of the bond issue from Cage & Co. That trial has not been rescheduled.

Equitable Pays \$547 For Money-Saving Idea

Equitable Society's year-old employee suggestion plan has paid \$547 to a retired cashier for a suggestion which is expected to save Equitable \$2,735 annually. The payment is a new high for the company's program.

The employee, R. Orville Evans, submitted an idea for simplified accounting procedure in the handling of assured home ownership loans. The cash award represents 20% of the estimated first year's savings to the company due to Mr. Evans' ingenuity.

The average award for new ideas has been \$32.41.

Inter
New

CINCINNATI
the settling
new home
Parkway
Road he
including
for a nu
insurance

Saturday
to be con
tober.

Preside
Vice-may
cinnati p

Scherr J
ceremoni
the speak

Fuller, e
cinnati C
Commis

ana. Mr.
through I
home off

and mov
Ill., it is
Palmer s

could pay
the volun
business

fact that
sitive ab
complaint

his time
Many Of

Most of
including
mittee ch

retary, I
president

writing v
in addition

Holmes, s
appearanc

The agen
Harold B

Martin, g
Special

ter-Ocean
years of s

by Roger
Hern, Oli

Emma F
From the

ance com
president

son, presi
man Ohio

vice-pres
Other gue

Ralph D
of Illinois
Charles C
and Peter
chairman

Inter-Ocean Fetes New Home Office

CINCINNATI—Inter-Ocean marked the setting of the date stone of its new home office building at Victory Parkway and William Howard Taft Road here with simple ceremonies, including a luncheon and reception for a number of guests representing insurance and civic interests last Saturday. The building is scheduled to be completed by the middle of October.

President W. G. Alpaugh Jr. and Vice-mayor W. H. Bachrach of Cincinnati presided at the setting. J. W. Scherr Jr., chairman, was master of ceremonies at the luncheon, at which the speakers were Mr. Alpaugh, D. N. Fuller, executive vice-president Cincinnati Chamber of Commerce, and Commissioner A. N. Palmer of Indiana. Mr. Alpaugh explained that, although Inter-Ocean has maintained its home office in Cincinnati since 1917, and moved there from Springfield, Ill., it is an Indiana corporation. Mr. Palmer said that the finest tribute he could pay Inter-Ocean is that, despite the volume of accident and sickness business the company writes and the fact that the public is particularly sensitive about it, he has never had a complaint about the company during this time in office.

Many Officials Present

Most of the company's official staff, including W. G. Alpaugh, finance committee chairman, C. W. Alpaugh, secretary, R. W. Angert, sales vice-president, and T. J. Smart, underwriting vice-president, were present, in addition to the directors. B. B. Holmes, Muncie, Ind., made his first appearance as a member of the board. The agency force was represented by Harold Bice, J. A. Eggers and D. A. Martin, general agents.

Special notice was taken of the Inter-Ocean people with 25 or more years of service, who were represented by Roger Stagg, G. H. Walker, Anna Hern, Olivia Lemker, Mary Schwarz, Emma Field and Margaret Lemmel. From the other Cincinnati life insurance companies were J. A. Lloyd, president Union Central, M. R. Dodson, president, and J. H. Evans, chairman Ohio National, and W. P. Hodges, vice-president Western & Southern. Other guests were Matthew Winbauer,

president Walnut Hills Merchants & Civic Assn., Fire Chief D. F. Vogel of Cincinnati, J. Z. Herschede, president, and J. C. O'Connor, secretary the National Underwriter Co., Eldridge Hannaford and John Findlay, architects of the building, and Irving Penker of the general contracting firm.

Officers Reassigned By Provident Life; Edick Senior Vice-President

Provident Life of Bismarck, in a realignment of officers, has advanced R. W. Edick from vice-president and secretary to senior vice-president.

John A. Zuger, general attorney, becomes vice-president and general counsel, and new secretary is S. M. Wezelman, who will continue as associate actuary. C. L. Young, general counsel, has been appointed general attorney, and C. G. Nelson has been given the new position of agency assistant.

Directors have declared a 10% stock dividend to stockholders of record, April 19. The board has also declared a cash dividend of 80 cents per share, based on the number of shares issued and outstanding after the stock dividend.

LAA Editorial Workshop Set For Week Of May 16

NEW YORK—A "workshop" for home office editorial staff members will be run by Life Advertisers Assn. the week of May 16 at the Sheraton Atlantic Hotel, New York. The plan is to provide the "student" with a week of editing, layout, copy gathering, and talks about purpose, function, budget, etc., for internal and external publications. Emphasis will be on "learn-by-doing" rather than "learn-by-listening."

There will be talks by experts in the fields of writing, typography and other aspects of the graphic arts. There will be demonstrations, on-the-job criticisms and frequent appraisals. The bulk of the week will be practical work applied to the participant's own publication.

Paul Troth, assistant vice-president New York Life, is workshop director. The project is sponsored by the LAA educational committee, headed by William A. Loubier, manager of advertising and field publications State Mutual Life.

Companies Failing To Get Graduates, U. Of Minn. Reports

Efforts of insurance companies to attract graduates of the University of Minnesota have not been particularly successful, according to placement officers at the school. They blame the companies for poor methods of recruiting.

Instead of sending home office representatives, the companies have had local representatives interview graduates. Placement officers say the local insurance men have had little or no experience in such interviewing and occasionally misrepresent the opportunities offered by companies.

Mutual Of N. Y. Ordinary Sales Increase 15% In First Quarter

Mutual of New York's ordinary sales in the first quarter were \$207.5 million, an increase of 15%. March ordinary sales were at a record \$86.9 million. Group life and module group sales for the first three months totaled \$45.6 million, double the 1959 first-quarter figure.

Howard Succeeded By Bates As President Of United American Life

Pierre Howard, president of United American Life, has resigned to reenter private law practice and has been succeeded by Louis T. Bates, former vice-president and director of agencies. Mr. Howard will continue as a director and member of the executive committee and will also represent the company as general counsel.

Mr. Bates, who joined United American in May, 1959, has been with New York Life, Lincoln National Life and, more recently, Gulf Life as vice-president in charge of ordinary agencies.

Charles H. Childs Jr., vice-president, was elected executive vice-president. He has been with the company since its founding as secretary and treasurer, and will continue in this capacity in addition to taking on the duties of his new post.

Coastal Plain Life stockholders have voted a two-for-one stock split with a 10% stock dividend after the split.

one of the
best
and
one of the
busiest

Comparable year-to-date figures continue to show that Central Life's sales consistently run well ahead of the life insurance industry as a whole. There are several reasons why this is so—and Central Life agents agree that an important one is *true graduated premium* on all plans (except single premium). The quantity discount idea, first introduced in the United States by Central Life in 1955, is another example of the sales-minded leadership that's making "One of the Best" one of the busiest, too!

Central Life

ASSURANCE COMPANY, DES MOINES 6, IOWA
Progressive and competitive, yes . . . but not

at the expense of financial security

ASSETS	\$168 Million
SURPLUS	\$14 Million
INSURANCE IN FORCE	\$575 Million



Ralph D. Jones, Continental Casualty, new president of Insurance Federation of Illinois, at the annual meeting with M. D. Simms, Continental Assurance; Charles Carpentier, Illinois secretary of state; State Senator Arthur J. Bidwell, and Peter W. Freilich, Corroon & Reynolds, the outgoing president and new chairman of the federation.

Wis. Agents' Letter Protests Direct Writing Of Group Cases

(CONTINUED ON PAGE 2)

midyear and national meetings of NALU, committees have been formed and this problem has been aired. A debt of gratitude to those workers in the national association is owed. But it will be "more unique and more timely if our various field forces themselves give voice to this unprecedented abuse," he said.

Strategy Involved

In planning a course of action, a letter was decided upon. Not only will it be sent to presidents of companies domiciled and licensed in Wisconsin but also to their directors. This will mean about 800 letters in all. The purpose of addressing the letter to directors as well is "purely strategy," the spokesman said. If the president alone receives the letter it may go no further than to a vice-president or two. But if each of the directors receives the letter the result may be different. These directors are often heads of businesses and "would adhere to certain principles and ethics that have made American business great. When they read this letter, they may be concerned. They may ask questions, which is our hope," he said.

The spokesman said he had asked for and was granted an interview with the board chairman of the corporation interested in the group program. The net result of this interview was that the board chairman was found to have had no knowledge that the case was being asked on a direct writing basis. The chairman said he didn't want his company known as one unwilling to pay for services. While the case isn't decided yet, it is reasonable to conclude that the chairman will assure himself that he will do business with a life company on the basis he wants his own customers to do business with him, the spokesman said.

TEXT OF LETTER

This letter represents the sentiments of a large body of life insurance salesmen in the state of Wisconsin who are becoming disturbed, distressed, and indignant at some of the practices of a few of the well-known life insurance companies.

We are not an organized body for the purpose of expressing these views. We are life insurance salesmen imbued in the traditions of our great industry and our aim is to preserve the force and integrity of our industry's

agency system. Our main concern is in the area of direct writing of group business.

Over the past few years there has been a great deal of this type of business written—and mostly confined to larger cases. It becomes obvious that such practices are on the increase. And now we observe them being written on organizations of the 500 life class.

We strenuously object to this method of business by life insurance companies, whether the case be large or small, and we dedicate ourselves to fighting this insidious trend. It is well-known to persons associated with many life insurance companies, whether in the field or in the home office, that much of this business finds its beginning through the encroachment of "consultants." In our experience the great majority of these are neither fish nor fowl in our industry.

Undermine Agency System

They undermine the agency system by telling prospects that life insurance agents and brokers are unnecessary, do not give service, and in short are excess baggage in the performance of our business.

These "consultants" ask life insurance companies for group proposals in a manner often like this: "The rates desired will be computed in such a way as to eliminate the services of an agent or broker."

Those life insurance companies who chose to eliminate us and look to the "consultant" are being distinctly unfair to their own agents. They give lip service to the agency system and then choose to ignore it. Those life insurance companies, losing sight of principle and their obligation to their field forces, listen to the perverse logic of these "consultants." They write group cases direct as a result. They

give proof to their greed and lack of principle in order to gain more volume.

The field forces presently are still searching out and writing the majority of group cases being submitted. We ask you, at what point might these salesmen decide to ignore the group sale regardless of size? If you were to ask about, we know you will find salesmen who have already concluded they will no longer solicit for group business. When they develop the larger case, they have experienced this cancer of direct writing. Neither will they agree to the subterfuge of the finder's fee. In our opinion, if this trend continues, the companies guilty of direct writing will be hard put upon to find the field forces sympathetic to their desires to increase group sales.

Can Be Only One Side

We have heard and studied both sides of this subject. We are adamant that there can be only one side and that will be supported by all the worthy life insurance companies and their field forces. The answer is we will uphold and defend our agency system without compromise.

May we remind you that over the last 100 years it has been the agents and broker that has made your company great. We urge you to respect the ability of your own field personnel; to assure them that you stand behind them as your representatives. We entreat you they are worthy of that trust.

Some life underwriters are so much concerned about this problem created by direct writing, they are planning to seek the solution through legislation in the state level.

This body of life insurance agents representative of the great majority of life insurance companies, has every hope that we will have the courtesy of your reply and that we may learn your position on the subject of direct writing.



...may as well be friends!

It's a lonely old world unless we work together. We believe that one main reason for National Fidelity Life's 44 year record of achievement is the warm spirit of friendliness and cooperation that has been maintained by NFL with its field associates. Even during the present period of accelerated expansion, NFL continues to offer the personal assistance which has been so basic to the development of a growing and dynamic organization. There is better opportunity for your success at NFL, where we help each other to attain our personal goals.

NEW POSITIONS
Being created for
Salaried Supervisors
and General Agents.

FULL LINE that gives
unlimited flexibility
Life, Group, A&H, both
Par and Non-Par.

LIBERAL CONTRACTS
L offering you top
commissions, salaries,
bonuses, and expenses.



Write: Vice President Kemp W. Wood

Remember, NFL cares about you and your future—move forward with NFL

One of the Nation's Strongest by Any Standard of Comparison

National Fidelity Life INSURANCE COMPANY • KANSAS CITY 6, MO.
W. Ralph Jones, President

ACTUARIES

BOWLES, ANDREWS & TOWNE, Inc.

ACTUARIES
MANAGEMENT CONSULTANTS
LIFE—FIRE—CASUALTY
EMPLOYEE BENEFIT PLANS
RICHMOND ATLANTA NEW YORK
PORTLAND DALLAS MIAMI

E. P. HIGGINS & CO.

(Frank M. Speakman Associates)
Consulting Actuaries Bourse Building
Accountants Phila. 6, Penna.

DONALD F. CAMPBELL

Consulting Actuary
Suite 2011
139 N. Clark St. Chicago 2, Ill.

Haight, Davis & Haight, Inc.

Consulting Actuaries
Insurance—Pensions
2801 North Meridian St. 5002 Dodge St.
Indianapolis 8, Ind. Omaha 32, Neb.

CHASE CONOVER & CO.

Consulting Actuaries
and Insurance Accountants
Telephone WA 2-3575
332 S. Michigan Ave. Chicago 4, Ill.

NELSON and WARREN

Consulting Actuaries
Pension Consultants
ST. LOUIS KANSAS CITY

COATES, HERFURTH & ENGLAND

Consulting Actuaries
San Francisco Denver Los Angeles

THE HOWARD E. Nyhart COMPANY

Consulting Actuaries
2859 N. MERIDIAN ST. • INDIANAPOLIS 7, IND.

WILLIAM C. CONLEY

Consulting Actuary
Lansing and Detroit, Michigan
811 American Bank Bldg., Lansing 68, Mich.

Irwin Solomon & Co.

Consulting Actuaries
Management Consultants
342 Madison Avenue
New York 17, N. Y.

Urges Greater Participation In Government By Insurance People

"Let's all preach and work at economic and political understanding; un-



C. G. Heitzeberg H. Bruce Palmer

derstanding alone is not enough; participation in government is essential," President H. Bruce Palmer declared at Mutual Benefit Life's annual agents' convention, at the Americana Hotel, Bal Harbour, Fla.

Mr. Palmer also urged three other steps in a program to halt inflation:

1. The agent must sell his product for full value. The life insurance man, unlike the savings bank, has a direct contact with the customer. The agent is truly a savings salesman.

2. Agents should increase their own productivity because such an increase brings an increase in savings. The agent should urge those whom he contacts to save systematically.

3. "We should all preach thrift, careful budgeting, careful use of credit and a wise balance between today's spendable dollar and the deferred spendable dollars. We should adopt a policy of discriminating buying, which means wise buying."

Regarding further participation in government, Mr. Palmer recalled that the current national movement to encourage business men to enter politics had its genesis in the Mutual Benefit Life's "good corporate citizenship" program. It is estimated, he said, that more than 500,000 people in business all over the nation will be persuaded

to become interested in politics through a variety of programs.

Some people are so confused about the role of life insurance that they think mutual funds are a product of life companies, Charles G. Heitzeberg, vice-president in charge of agencies, told the convention.

Of this "relatively new misconcep-

tion in some segments of the population," Mr. Heitzeberg said: "One can only speculate that perhaps the word 'mutual' has something to do with it. Or perhaps dual representation is far more common than we have been led to believe."

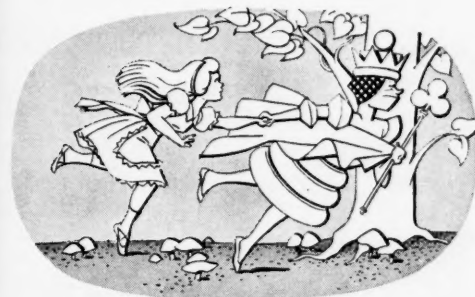
This is only one of a number of misconceptions held by the public, despite all that has been done to educate people about life insurance, said Mr. Heitzeberg. These misconceptions still remain as a challenge to the agent who must play a part in the educational process.

In a panel moderated by President H. Bruce Palmer, Executive Vice-president John J. Magovern predicted a continued ready market for business insurance "so long as we have corporate income taxes and the graduated personal income tax at the levels that exist today."

Mr. Magovern also said that under the new life company federal income tax law there is a much closer relationship between investments and income taxation than heretofore existed.

"For the first time in our history," he said, "we are concerned with the

Report From Chicago:



To Alice in Wonderland, the Red Queen said: "Now, here, it takes all the running you can do to keep in the same place. If you want to get somewhere else, you must run twice as fast!"

Running hard just to "keep in the same place" need not become a way of life. In 1960, The North American's life sales (individual, ordinary) are 200% ahead of 1959. A year ago, they were 200% of the year before. "Twice as fast" is the rule here.

Of course, the wise Red Queen knew that to run "twice as fast," one must aspire to "get somewhere else." At The North American, for instance, time-proved Total-Quality* has been fused with modern, professionally tested total-merchandising. Together they command absolute sales' authority. Today they move "twice as fast."

Whatever the aim may be in life insurance sales, The North American's positive performance spells success.

To be sure, all creatures of Wonderland really did not aspire beyond "the same place." But Alice moved "twice as fast"—and soared to exciting new riches!

And Alice was just a little country girl whose only star was faith.

*Total-Quality is the mark of distinguished products by North American since 1886.



Vernon K. Miller (left), Columbus, O., receives the president's award from President H. Bruce Palmer of Mutual Benefit Life at the annual meeting of the company's agents association in Bal Harbour, Fla. The award is presented to the general agent adjudged to have had during the previous year the best all-round agency, based on quality and amount of new business, success in recruiting and training new men and maintaining production among established agents.

The  Since 1886
NORTH AMERICAN COMPANY
For LIFE, ACCIDENT AND HEALTH INSURANCE

209 SOUTH LA SALLE STREET • CHICAGO 4 • ILLINOIS
Operating in 48 states and District of Columbia Over \$700,000,000.00 in force

taxation of capital gains and losses. Our asset valuations and investment expenses have taken on special significance. Our pension plan reserves have become a specialty. Our company yield rate has a direct bearing on our allowable deductions.

"These and other aspects of the new tax law will have a direct bearing on our investment operations over the years ahead. It's a real challenge. If you look at the record of those who determine and implement our investment policies, you will be sure that it will be met with courage, imagination

and ingenuity."

Harry W. Jones, senior vice-president said it is getting to be increasingly expensive to survive the earlier causes of death and live out one's time into the really advanced ages that are made common by medical discoveries.

Pensions For Small Groups

William F. Ward, underwriting vice-president, reviewed the mortality situation and in answer to a question on the probable role of ordinary policies in pension coverage, opined that they will plan an increasing role where the

number of lives is less than 50. Individual policies will provide pensions at rates comparable to group in the smaller cases and ordinary policies will have the additional advantage of providing the benefits in a clearly defined manner for each individual life, he said.

As to the future, Mr. Ward said: "Perhaps we will find that appreciably more than the present 12% of our new business may be issued without medical examination. Waiver of premium benefits should be applied for with considerably more than the present

30% of our new insurance now covered. New underwriting approaches and the efforts of our agents should double this percentage."

Asked how group insurance affects the individual agent, Robert C. McQueen, group vice-president, said he could name many agents whose earnings have increased remarkably through the intelligent use of group insurance, both as a result of the group commissions and the incidental ordinary commissions that have resulted from the group sale. He said he could name other agents doing equally well who have predicted that group will drive the agent out of the insurance market because it will take over all his prospects and replace high commission business with low commission business.

"Group will neither save the agent nor drive him out of business," he predicted. "Group insurance is social insurance, designed to provide a broad base of coverage for all classes of people. It is the only type of social insurance in the world upon which commissions are paid to a salesman. It is incorrect to believe that if group insurance did not exist, ordinary insurance would be sold to fill the gap. That is not true, any more than individual annuities could be sold to replace the billions of dollars that will be paid as pensions under social security. If group insurance did not exist, we would have self-insurance or government-sponsored benefits instead."

Abuses Not Only In Group

"The difficulty arises when group is used to fulfill needs beyond the level of social insurance. Certainly there have been abuses, just as there have been abuses in using individual policies to fund giant pension trust cases. The problem is to determine a criterion as to the proper level to which group insurance should be confined."

"We think that as far as amounts are concerned, this level can be defined as a function of earnings. In all of our cases we try to make sure that the individual amounts of insurance bear a reasonable relationship to earnings. We will not write a case where this relationship does not exist."

Mr. McQueen predicted that one of the most important group fields of this decade will be group pensions.

"During the 1950s we let the self-insured boys run away with the market, but with favorable interest rates and the tax relief that was granted us last year on pension plan reserves, we will be tough competitors in the 1960s," he declared.

Vice-president Heitzberg predicted that the competition for manpower will be tougher in the next 10 years.

James P. Moore Jr., vice-president and comptroller said in answer to questions on first year acquisition cost trends:

Can Cut Cost On Servicing

"Personally, I do not believe there will be much future change in the clear trend and experience of increased distribution expense unless some really new and radical techniques and processes are developed for both the selling and servicing of life insurance. Since there just isn't any substitute for the professional life insurance underwriter, logic dictates that these techniques if they are to be found at all must be found in the area of servicing."

In a panel on the agent's financial affairs, Solomon Huber, general agent in New York City, said that assignment, as a gift, by an agent of his right to future commissions brings no escape from income tax. He still pays

IT'S TIME FOR YOU TO "SOUND OFF" TOO!



It's high time for every one of us to sound off loud and clear about the incomparable values that make life insurance "good property for all . . . the only property for most . . . the best property for many."

We are being out-promoted and out-sold in competition for the family-man's dollar by other investment and savings industries . . . all too often at the expense of sound family protection.

To help our field force tell that story more effectively, we at Minnesota Mutual have produced a challenging new booklet, "Today for the Ordinary Man, the Only Way." It is an effective presentation of the investment advantages of life insurance . . . told in a way the family man can understand.

We've had so many requests for copies that we have decided to make it available to any life insurance man for his personal use, regardless of company affiliation. Use the coupon below to request your copy, enclosing 25c to partially cover costs.

SOME OF THE FACTS PRESENTED IN THIS BOOKLET

- The surprising difference between taxable income and "keep-home" pay.
- The ordinary man today can neither earn, nor keep, interest as his grandfather could.
- The harder the ordinary man tries the more unattainable financial independence becomes.
- With life insurance the ordinary man can have income today—and yet, taxwise, have no income.
- Why life insurance provides tax-preferred property when it matures, whether by retirement or death.

THE MINNESOTA MUTUAL LIFE

INSURANCE COMPANY

Victory Square—St. Paul 1, Minnesota



Please send me a copy of "Today, for the Ordinary Man, the Only Way." I am enclosing 25c to partially cover costs.

NAME _____ ADDRESS _____

CITY _____ STATE _____

NU

whether the gift is revocable or irrevocable.
 "If the gift is a revocable one or the agent holds a string on it, or it is held to be in contemplation of death, the renewals will be included in the estate as well," Mr. Huber said.
 "The gift is one of 'present' interest if the agent absolutely divests himself of all right, title and interest.

Home Office Measures Value

"All gifts of present interest exceeding \$3,000 must be reported. This holds true of gifts of future interest regardless of amount.

"How do I measure the value of my gift of renewals?"

"You don't. Your home office will arrive at a figure which generally is acceptable to the taxing authorities.

"To whom are my renewals taxed after I make such a gift?"

"They are still taxed to you as income as received. It's like giving away your salary. You just don't get away with paying a tax on it. He who does the earning, does the paying.

"So why give my renewals away?"

"You may save on estate tax, provided of course that you have met the tests of a true gift. Remember this: You may be putting new renewals on the books faster than you can give them away. Before long you can find yourself paying gift tax periodically and losing control of the testamentary dispositions. Giving away each year's new batch of future renewals can be a complicated matter.

"It is wise for an agent to sell his renewals in whole or in part?"

"Who is taxed, how?"

"Whether this is wise or not, depends on individual situations. Generally it's a poor idea.

"Selling the right to future commissions has this result: The buyer is taxed on his gain. This is the amount he gets over purchase price and it is treated as ordinary income.

"The selling agent doesn't do so well. He's taxed, it seems, on the entire sales price in the year in which he receives it. The tax bite can be huge! This is one of the delightful penalties of earning big money. Other cases indicate that the buyer may have his ordinary gain spread out.

"Why can't I file a beneficiary designation at the home office instead of doing this by will?"

"Most companies feel that this is dangerous. The arrangement may be considered testamentary in character—a substitute for a will—and therefore not executed with the formality required of wills. Others may come in and claim invalidity, upsetting whatever you had in mind. Disposition by will or by a trust would seem to make more sense."

Top Award To Miller

Outstanding agents and agencies received awards for their 1959 achievements.

The top award, the president's trophy, was presented to the Vern K. Miller agency in Columbus by President H. Bruce Palmer. The trophy goes to the best all-round agency, judged on the quality and amount of new insurance written, success in recruiting and training new men, and maintaining production among established agents.

Runners-up for the trophy were the Edward L. Rosenbaum agency in New York City and the Charles S. Eaton agency in Syracuse.

The new organization award for recruiting and developing new men was presented by Mr. Heitzberg to the William N. Thurman agency of Atlanta. The James M. Johnson agency

in New Orleans and the Rosenbaum agency in New York City shared runner-up honors.

Margolis Is Lives Leader

Jacob C. Margolis of the John V. Smith agency in Charlotte, N. C., was presented an award as lives leader. Mr. Margolis also received the lives award for first-year agents.

Robert T. Jackson of the Theron M. Lemly agency in Memphis, and Seymour Block of the Albert G. Schmerge agency in New York City, were presented awards as company

leaders in volume and in earnings, respectively.

Harry A. Freiberg Jr., New Orleans, was presented two awards in recognition of his achievements as company leader in volume and earnings among first-year representatives.

The second-year leaders who received awards for their achievements were Jerald D. O'Koon, Columbus, Ohio, for earnings; Don W. Robinson, Detroit, for volume; and Gary A. Albrecht, Detroit, for lives.

Mrs. Zerline Williams, of the Maurice Goldstein agency in Charleston,

S. C., received the award as the leading woman representative in earnings.

The "builder award" went to the outstanding supervisor, Owen F. Stoughton of Atlanta.

John A. Graffius, Detroit, received the "duel silver spur award" for writing more life insurance protection than any other agent during the one-month sales campaign known as the "duel."

The group volume award went to Ben P. Stratton, Lansing.

Fourteen were honored as "group millionaire" for writing more than a million dollars of group in 1959.

In '60... either "fish—or cut bait"...

The wonderful new market for greater life insurance sales calls for professional "landing" techniques. There is really only one way to do the job right in the face of today's aggressive competition. You must depend upon up-to-date facts and figures, black on white, for maximum sales-closing authority.

And nothing beats the NEW 1960 LITTLE GEM in that department. Why take a chance on being wrong or not knowing... be sure you're right with the real "LIVE" facts in your pocket... your 1960 LITTLE GEM!

Will Give You a New Degree of Field Sharpness That Will Surprise Even the Most Adept!

You're a cinch to put "clinch" in all of your selling interviews when you use the broad, easy-to-use facts and figures in the 1960 LITTLE GEM. Its 768 pages will be literally packed with new factual, sales-ammunition based on all the latest policies, including the "specials". In a flash you will know

what the other fellow has been offering. You will be ready instantly to spotlight your advantages and back them up with the convincing power of the impartial printed word. It's the professional way to bait the hook and land them all... big and little... in 1960!

Group Your Orders and Save!

Many companies make the LITTLE GEM available under co-operative purchase plans. Order

yours now... through your company or direct, using coupon for early delivery.



768 Pages Giving Just What You Need! Fully Covering some 220 Companies*

- ✓ Policy Analyses—both provisions and practices
- ✓ Premium Rates on some 4100 Policies including Double Indemnity and Disability
- ✓ Cash Values on over 1300 contracts
- ✓ Dividends, Costs with 10 and 20 year summaries
- ✓ Dividend Accumulations and Additions
- ✓ Limits, Ages, Amounts and Non-Medical
- ✓ Settlement Options
- ✓ Dividends on Term and Paid-Up
- ✓ Juvenile
- ✓ Annuities
- ✓ Industrial
- ✓ Salesmaking Basic Tables Plus Social Security, Savings Bank and National Service Life Insurance

PAYS FOR ITSELF AGAIN AND AGAIN

Send—as soon as ready (Latter part of April) _____ copies 1960 LITTLE GEM
 (1 copy \$5.00; 3 to 5, \$4.80 each; 6 to 24, \$4.50 each; 25 to 99, \$4.45 each; 100, \$4.25 each; 250 or more, \$3.95 each.)

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

You may get one on 10 day Approval!

MAIL NOW to The National Underwriter Company, Statistical Division, 420 E. 4th St., Cincinnati 2, Ohio

*BROAD OPERATING FIGURES on some 350 COMPANIES

Ranking Of 752 Companies Given In Order

Life insurance in force at the beginning of 1960 reached \$614,750,259,679 increasing 9.8% over that at the beginning of 1959. Ordinary insurance increased 9.6% to total \$365,720,395,145; group increased 12.3%, totaling \$207,166,356,411. Industrial insurance of \$41,863,508,123 showed a slight increase of .5%.

The beginning of 1960 saw 83 companies with over \$1 billion in force, six companies having reached this goal in 1959—Allstate, Security Life & Trust, Credit Life, Ohio National, Great Southern and Union Mutual.

Big advances in rank among the first 100 companies were made by American National, Mutual Benefit, Cuna Mutual, Republic National, Allstate, American United, Credit Life, Cavalier Life and Knights Life. Sharp increases or decreases in group or credit insurance are often a factor in changing the ranking position of a company.

Several Events Scheduled For National Life Of Vt. New Home Office Building

The new home office building of National Life of Vermont will be the scene of several special events prior to its formal dedication Oct. 11.

On June 8 there will be an open house for construction personnel and suppliers. The home office staff will occupy the new building on July 11, and they, their families and retired employees will attend a "family Sunday" July 24. On July 15, 500 members of the field force will visit the home office, traveling by special train from Montreal, where general agents and President's Club members will be holding their annual conference.

A "neighbors night" for 150 families living in the vicinity of the new home office will be held Aug. 22, and on Aug. 27 a press-radio preview of the building is scheduled. There will be open house Sept. 17-18.

Western Of Helena Reaches Half Billion In 50th Year

Insurance in force of Western Life of Helena reached the half billion mark in March when the company observed its golden anniversary. Agents wrote \$14 million of new business during the month and a single day's work netted \$5 million during the "Leap Year Blitz" sales contest Feb. 29.

President R. B. Richardson predicted that the company would have \$1 billion in force within five years.

New Indiana Company

Incorporation papers have been filed for the establishment at Angola, Ind., of a mutual life company to be titled the National Heritage Life. A board of directors has been selected.

The company is being organized under the leadership of Donald E. Putt, president, who has been in the life business since 1946 when he started with Northwestern Mutual.

B.M.A. Quarterly Sales Up 8.2%

New business of Business Men's Assurance in the first quarter amounted to \$103,800,851, an increase of 8.2% over a year ago. Insurance in force totaled \$1,785,376,788. A year ago it was \$1,573,553,033 and at the beginning of 1960 it amounted to \$1,734,989,149.

1960	1959	Figures in right hand column include Industrial and group if written	Total Insurance In Force \$	1960	1959	Total Insurance In Force \$	
1	1	Metropolitan Industrial Group	9,567,295,250	62	60	North Amer., Canada Group	303,655,788
2	2	Prudential Industrial Group	34,458,528,330	63	64	U. S. Life, N. Y. Group	824,012,698
3	3	Equitable, N. Y. Group	6,428,700,577	64	78	Allstate, Ill. Group	1,106,509,119
4	4	Travelers Group	21,776,637,739	65	63	Kansas City Life Group	611,500
5	5	John Hancock Industrial Group	19,402,298,531	66	66	Manhattan Life, N. Y. Group	564,890,728
6	6	Aetna Life Group	2,727,522,895	67	71	Amer. United, Ind. Group	284,625,125
7	7	New York Life Group	7,932,559,246	68	65	Southland Life, Texas Industrial Group	239,675,023
8	8	Connecticut General Group	18,535,196,600	69	67	Commonwealth, Ky. Industrial Group	319,744,555
9	9	Northwestern Mutual Group	3,075,374,168	70	72	N. A. Reassur., N. Y. Group	135,614,192
10	10	Lincoln National Group	6,461,927,104	71	68	Gulf Life, Fla. Industrial Group	328,200,900
11	12	Occidental, Cal. Group	1,723,208,677	72	69	Fidelity Mutual, Pa. Group	233,968,708
12	11	Sun Life, Canada Group	3,598,738,311	73	70	Pan-American, La. Group	8,448,975
13	14	Mass. Mutual Group	3,319,079,055	74	73	Imperial, Canada Group	429,157,830
14	13	Mutual of N. Y. Group	1,354,824,708	75	77	Liberty Life, S. C. Industrial Group	402,039,643
15	15	New England Life Group	685,937,381	76	79	Security Life & Trust, N. C. Group	215,061,853
16	16	Continental Assur. Group	685,127,284	77	83	Credit Life, Ohio Group	387,641,317
17	17	National L. & A. Industrial Group	3,824,502,236	78	74	Monumental Life, Md. Industrial Group	753,094,340
18	18	London Life, Can. Group	2,878,068,654	79	76	Protective, Ala. Group	461,355,769
21	21	American Natl., Texas Industrial Group	72,816,020	80	75	Union Labor, N. Y. Group	17,354,203
22	22	Mutual Benefit, N. J. Group	560,782,554	81	80	Ohio National Group	51,654,678
23	23	Cuna Mutual, Wis. Group	1,025,047,526	82	82	Great Southern, Texas Group	142,434,629
19	19	Penn. Mutual Group	1,451,834,782	83	84	Union Mutual, Me. Group	580,322,773
20	20	Western & Southern Industrial Group	854,808,383	84	90	Cavalier Life, Md. Group	667,586,512
24	24	Conn. Mutual Group	285,256,185	85	85	North Amer. L. & C., Minn. Group	295,290,220
25	25	Great-West, Canada Group	4,910,362,116	86	87	Dominion Life, Canada Group	96,301,944
27	27	Franklin Life Group	36,772,830	87	88	Independent L. & A., Fla. Industrial Group	804,757,226
28	28	Canada Life Group	1,886,421,094	88	86	Country Life, Ill. Group	32,283,500
26	26	Bankers, Iowa Group	205,898,389	89	89	Home Beneficial, Va. Industrial Group	517,240,918
30	30	Manufacturers, Canada Group	7,300,818	90	81	Alinco Life, Ind. Group	13,230,806
29	29	General American, Mo. Group	1,580,074,913	91	92	Paul Revere, Mass. Group	533,485,035
31	31	State Mutual, Mass. Group	273,765,457	92	111	Knights Life, Pa. Industrial Group	250,840,444
33	33	Mutual Life, Canada Group	2,321,186,723	93	93	Northeastern Life, N. Y. Group	9,313,300
32	32	Union Central, Ohio Group	1,150,092,137	94	94	Peoples Life, D. C. Industrial Group	669,565,647
34	34	Pacific Mutual, Cal. Group	616,577,267	95	97	Bankers L. & C., Ill. Group	373,415,991
35	35	Cal.-Western States Group	1,011,230,793	96	96	United Ins., Ill. Industrial Group	146,355,650
36	36	Provident L. & A., Tenn. Group	1,421,495,018	97	95	Mutual Trust, Ill. Industrial Group	508,765,947
37	37	National Life, Vt. Group	1,438,740,300	98	102	Industrial, Canada Industrial Group	17,257,000
39	39	Provident Mutual, Pa. Group	1,866,032,817	99	98	Savings Bank, Mass. Group	153,770,358
41	41	Minnesota Mutual Group	357,449,481	100	101	Bankers Life, Neb. Group	114,620,583
40	40	Confederation, Canada Group	1,450,921,568	101	166	North Amer. L. & A. & H. Group	3,363,850
42	42	Old Republic Life Group	868,207,287	102	110	Standard Ins., Ore. Group	58,654,521
38	38	Life of Virginia Industrial Group	1,770,950,939	103	100	Security L. & A., Colo. Group	367,489,000
47	47	Republic Natl., Texas Group	839,596,247	104	99	West Coast, Cal. Group	247,991,502
43	43	Phoenix Mutual, Conn. Group	298,105,329	105	106	Columbian Natl., Mass. Industrial Group	363,667,415
45	45	Crown Life, Canada Group	796,065,383	106	103	Volunteer State, Tenn. Group	235,273,071
46	46	Northwestern Natl., Minn. Group	118,251,267	107	108	Bankers Natl., N. J. Group	358,924,499
44	44	Home Life, N. Y. Group	540,222,958	108	104	Berkshire Life Group	220,384,814
48	48	United Benefit, Neb. Industrial Group	873,531,618	109	107	Central Life, Iowa Group	2,633,000
49	49	Southwestern Life, Texas Group	409,311,757	110	105	Sun Life, Md. Industrial Group	5,005,954
50	50	Jefferson Standard, N. C. Group	520,586	111	121	L'Assurance Vie Desjardins, Can. Group	1,586,918
53	53	Life & Casualty, Tenn. Industrial Group	677,847,390	112	117	Amer. General, Texas Group	453,797,059
51	51	Acacia Mutual, D. C. Group	487,078,928	113	118	Lutheran Mutual Group	102,218,635
52	52	Guardian Life, N. Y. Group	767,704,740	114	114	Monarch Life, Mass. Group	548,315,981
54	54	Washington Natl., Ill. Industrial Group	151,069,724	115	109	Shenandoah Life, Va. Group	58,502,517
55	55	Business Men's, Mo. Group	9,922,000	116	113	Colonial Life, N. J. Industrial Group	128,268,583
56	56	Life of Georgia Industrial Group	138,765,451	117	119	Interstate L. & A., Tenn. Group	25,431,573
57	57	Equitable Life, Iowa Group	475,425,845	118	115	Excelsior, Canada Group	19,068,278
58	58	Liberty Natl., Ala. Industrial Group	598,904,493	119	132	Pacific National, Cal. Group	32,716,499
59	59	Pilot Life, N. C. Industrial Group	295,992,062				342,746,000
60	60	Nationwide, Ohio Group	1,004,073,483				
		State Farm, Ill. Group	156,037,459				
			1,719,199,405				
			1,676,109,717				
			1,603,473,827				
			1,597,892,351				
			1,560,478,750				
			5,228,948,597				
			5,020,795,323				
			5,003,220,603				
			4,993,339,580				
			4,946,196,378				
			4,893,650,374				
			4,351,298,337				
			3,774,942,986				
			3,596,243,114				
			3,557,052,521				
			3,549,394,147				
			3,181,578,430				
			3,153,329,623				
			2,957,498,392				
			2,924,227,048				
			2,864,479,068				
			2,689,374,417				
			2,683,286,159				
			2,626,877,755				
			2,565,697,421				
			2,465,035,156				
			2,450,157,918				
			2,429,432,888				
			2,403,295,581				
			2,399,831,897				
			2,355,689,657				
			2,317,013,765				
			2,272,240,488				
			2,200,462,418				
			2,113,590,691				
			2,047,371,730				
			1,973,634,210				
			1,918,487,658				
			1,799,352,181				
			1,783,777,217				
			1,778,296,943				
			1,773,304,734				
			1,734,989,149				
			1,721,352,184				
			1,719,199,405				
			1,676,109,717				
			1,603,473,827				
			1,597,892,351				
			1,560,478,750				
			1,537,745,122				
			1,475,142,711				
			1,376,454,740				
			1,373,557,221				
			1,369,982,221				
			1,348,386,911				
			1,326,157,431				
			1,288,099,401				
			1,278,826,015				
			1,258,285,471				
			1,240,632,015				
			1,225,980,621				
			1,156,704,571				
			1,151,420,911				
			1,118,280,581				
			1,111,800,601				
			1,090,846,511				
			1,090,118,711				
			1,072,606,631				
			1,028,936,141				
			1,026,599,641				
			1,018,478,231				
			980,411,231				
			944,352,471				
			939,482,641				
			897,441,341				
			890,820,251				
			864,068,541				
			846,362,161				
			811,035,531				
			751,478,671				
			746,362,461				
			738,203,401				
			732,489,921				
			708,834,931				
			692,554,191				
			688,697,831				
			687,888,151				
			673,840,981				
			673,410,731				
			661,764,301				
			658,193,831				
			654,903,081				
			646,979,431				
			641,162,391				
			593,818,491				
			592,440,371				
			589,155,701				
			588,289,181				
			564,166,021				
			554,621,061				
			548,315,981				
			545,872,711				
			542,590,334				
			536,798,910				
			534,130,214				
			529,461,485				
			523,063,781				

der Of Total Life Insurance In Force

Total Insurance In Force \$	1960	1959		Total Insurance In Force \$
1,537,745,121	120	134	Natl. Old Line, Natl. Equity Group	521,706,397
1,475,142,711	121	112	Columbus Mutual, Ohio	521,254,542
1,376,454,746	122	116	Security Mutual, N. Y.	516,596,017
1,373,557,221	123	122	Guarantee Mut., Neb.	509,497,954
1,369,982,221	124	123	Continental Amer., Del.	501,876,377
1,348,396,911	125	124	Atlantic Life, Va.	488,985,222
1,326,157,431	126	120	Equitable Life, D.C.	488,093,687
1,288,099,491	127	129	Western Life, Mont.	486,363,224
1,278,826,011	128	128	Fidelity Union, Tex.	485,348,437
1,258,295,471	129	130	Borham Mutual	484,024,853
1,240,632,011	130	125	Ohio State	482,334,035
1,225,980,021	131	127	Philadelphia Life	478,931,615
1,156,704,571	132	136	Southern Farm Bur., Miss.	472,102,027
1,151,420,911	133	126	Beneficial Life, Utah	467,924,304
1,118,280,521	134	133	Federal L.&C., Mich.	455,541,619
1,111,800,691	135	131	Indianapolis Life	451,788,268
1,090,846,511	136	136	Teachers Ins. & Ann., N.Y.	438,438,144
1,090,118,711	137	139	Farm Bureau, Ia.	430,429,158
1,072,606,691	138	154	Capitol Life, Colo.	422,301,039
1,028,936,141	139	135	Baltimore Life, Md.	422,274,828
1,026,599,641	140	147	United Services, D. C.	415,632,940
1,018,478,231	141	140	Bankers Security, N. Y.	415,370,938
980,411,231	142	148	Michigan Life	414,416,527
944,352,471	143	144	United L.&A., N. H.	410,662,684
939,482,661	144	137	Midland Mutual, Ohio	399,889,555
897,441,341	145	141	Savings Bank, N. Y.	397,966,959
890,820,231	146	142	Dorham, N. C.	391,385,885
864,068,541	147	146	Security Benefit, Kans.	387,612,369
846,362,161	148	145	Monarch Life, Canada	382,739,345
811,035,551	149	91	Patriot Life, N. Y.	373,168,904
751,478,671	150	152	State Capital, N. C.	369,122,554
746,362,401	151	153	National Life, Canada	360,424,280
738,203,401	152	149	Carolina Life, S. C.	356,704,315
732,489,921	153	143	Central Standard, Ill.	355,902,733
708,834,981	154	151	Northern Life, Wash.	346,181,349
692,554,181	155	155	North American, Ill.	341,465,331
686,697,931	156	288	Piedmont Southern, Ga.	340,676,910
687,888,154	157	196	Coastal States, Ga.	338,817,629
673,940,981	158	209	Pacific Fidelity	338,389,941
673,410,731	159	242	Life of N. A., Pa.	337,671,104
661,764,301	160	150	Constitution, Ill.	330,029,917
658,193,831	161	158	Federal Life, Ill.	324,297,288
654,903,081	162	179	American Bankers, Fla.	319,826,276
646,979,431	163	181	Farmers New World, Wash.	318,734,413
641,162,391	164	193	American Life, Ala.	316,967,506
593,818,492	165	156	Ben. Assn. Rlwy. Empl.	315,694,413
592,440,371	166	160	American Mutual, Ia.	315,523,527
589,155,709	167	157	Home Life, Pa.	313,923,599
588,289,185	168	165	State Life, Ind.	312,083,244
564,166,021	169	162	Reliable Life, Mo.	311,939,033
554,621,061	170	182	Mutual Service, Minn.	311,015,326
548,315,991	171	161	Amicable Life, Texas	310,112,923
545,872,771	172	163	Northern Life, Canada	305,107,816
542,590,334	173	164	Home Security, N. C.	304,689,115
536,798,910	174	159	Atlas, Okla.	300,498,559
534,130,214	175	183	Standard L.&A., Okla.	295,565,929
29,461,485	176	170	Standard Life of South, Miss.	293,434,888
23,063,781	177	176	Alliance Mutual, Canada	289,906,905
	178	169	Occidental Life, N. C.	289,625,737
	179	168	World Ins., Neb.	284,519,761

Total Insurance In Force \$	1960	1959		Total Insurance In Force \$
276,562,159	180	175	Empire Life, Canada	276,562,159
273,495,520	181	185	Midwestern United, Ind.	273,495,520
272,602,268	182	174	Lamar Life, Miss.	272,602,268
268,473,562	183	172	Quaker City, Pa.	268,473,562
268,048,803	184	167	Peninsular Life, Fla.	268,048,803
264,440,033	185	171	North Carolina Mutual	264,440,033
260,918,537	186	173	Pyramid Life, N. C.	260,918,537
260,398,054	187	180	National Reserve, S. D.	260,398,054
259,699,152	188	189	Midland National, S. D.	259,699,152
256,975,816	189	177	National Guardian, Wis.	256,975,816
255,209,160	190	223	Old Security, Mo.	255,209,160
254,783,424	191	178	Southern L.&H., Ala.	254,783,424
249,173,449	192	184	Postal Life, N. Y.	249,173,449
246,004,349	193	200	Great Amer. Reserve, Tex.	246,004,349
242,916,203	194	186	All Amer. Assur., La.	242,916,203
240,384,137	195	192	Security Mutual, Neb.	240,384,137
237,291,557	196	195	Lafayette Life, Ind.	237,291,557
230,852,796	197	198	Hoosier Farm Bur., Ind.	230,852,796
226,471,482	198	191	Old Line, Wis.	226,471,482
225,770,687	199	190	Home State, Okla.	225,770,687
224,007,711	200	194	La Sauvegarde, Canada	224,007,711
222,338,146	201		Laurentian, Canada	222,338,146
220,214,503	202		Lincoln Income, Ky.	220,214,503
217,810,077	203		Presbyterian Min., Pa.	217,810,077
216,311,372	204		Southern Life, N. C.	216,311,372
215,730,648	205		Montreal, Canada	215,730,648
214,401,759	206		Woodmen Acc. & Life, Neb.	214,401,759
212,425,862	207		Companion Life, N. Y.	212,425,862
212,492,699	208		Central National, Neb.	212,492,699
212,343,485	209		Provident Life, N. D.	212,343,485
211,706,064	210		Jefferson National, Ind.	211,706,064
211,217,254	211		Rio Grande Natl., Texas	211,217,254
209,888,834	212		Les Prevoyants du Canada	209,888,834
209,616,075	213		College Life, Ind.	209,616,075
206,519,300	214		General Fidelity, Va.	206,519,300
203,076,299	215		Service Life, Texas	203,076,299
201,377,404	216		Great National, Tex.	201,377,404
201,039,261	217		Empire State Mut., N. Y.	201,039,261
200,601,936	218		National Fidelity, Mo.	200,601,936
195,951,859	219		Beneficial Standard, Cal.	195,951,859
195,413,251	220		Wisconsin National	195,413,251
194,452,493	221		Sovereign, Canada	194,452,493
192,038,521	222		United Fidelity, Tex.	192,038,521
191,481,083	223		Govt. Personnel Mut., Tex.	191,481,083
191,226,848	224		Continental Canada	191,226,848
190,688,880	225		T. Eaton Life, Canada	190,688,880
188,724,655	226		Amalgamated Life, N. Y.	188,724,655
187,233,668	227		Mutual Savings, Ala.	187,233,668
186,719,173	228		Equitable Life, Canada	186,719,173
186,447,818	229		Farmers & Traders, N. Y.	186,447,818
183,573,922	230		Colorado Credit	183,573,922
181,718,316	231		Victory Life, Kan.	181,718,316
179,050,104	232		Lincoln Liberty, Neb.	179,050,104
172,296,064	233		Atlanta Life, Ga.	172,296,064
169,027,809	234		Unity Mutual, N. Y.	169,027,809
168,686,747	235		Globe Life, Ill.	168,686,747
167,497,509	236		Reserve Life, Tex.	167,497,509
163,766,749	237		Ky. Central L.&A.	163,766,749
163,043,884	238		American L.&A., Ky.	163,043,884
161,944,898	239		Gov't Employees, R. C.	161,944,898
160,886,765	240		National Travelers, Ia.	160,886,765
159,888,904	241		Tenn. Life, Texas	159,888,904
155,587,683	242		Peoples-Home Life, Ind.	155,587,683
155,391,893	243		Fidelity Bankers, Va.	155,391,893
154,981,978	244		Amer. Hosp. & Life, Tex.	154,981,978
152,963,857	245		Provident L.&C., Tenn.	152,963,857
152,570,985	246		Empire L.&A., Ind.	152,570,985
152,508,296	247		Family Life, Wash.	152,508,296
149,825,709	248		Farmers & Bankers, Kan.	149,825,709
146,833,303	249		Supreme Life, Ill.	146,833,303
145,517,794	250		Western Natl., Tex.	145,517,794
144,470,832	251		American Heritage, Fla.	144,470,832
144,349,357	252		Guar. Savings, Ala.	144,349,357
143,413,112	253		Eastern Life, N. Y.	143,413,112
142,372,874	254		American Life, Del.	142,372,874
141,175,173	255		Vulcan L.&A., Ala.	141,175,173
139,666,450	256		Standard Life, Ind.	139,666,450
138,317,359	257		Fidelity Life, Ill.	138,317,359
135,285,855	258		First Pyramid, Ark.	135,285,855
134,669,463	259		Co-Operative, Canada	134,669,463
134,618,993	260		Mid-States, Fla.	134,618,993
134,454,686	261		Union Life, Ark.	134,454,686
134,361,644	262		Rockford Life, Ill.	134,361,644
134,309,965	263		First National, La.	134,309,965
133,281,913	264		Golden State Mut., Cal.	133,281,913

Speakers Announced For N. E. Management Conference May 13-14

The program has been set for the two-day New England management conference, sponsored by the New England General Agents & Managers Assn., May 13-14 at the New Ocean House, Swampscott, Mass.

Keynote speaker will be George P. Hitchings, economist for Ford Motor Co., who will talk on possibilities in the coming decade.

Other speakers will be Robert K. Rolf, Sylvania Electric Systems, Waltham, Mass., "Finding a Substitute for People"; Raymond C. Johnson, vice-president in charge of marketing, New York Life, "Don't Sell Selling Short in 1960"; Carr R. Purser, general agent of Penn Mutual Life in New York City, "Performance in Progress"; Clifton E. Reynolds, New England superintendent of Prudential, "Responsibilities of a District Manager," and Elmer L. Demerest, Boston manager of New York Life, moderator of the meeting.

Panel Speakers Listed

In a panel discussion on "Trade Secrets" will be Robert B. Whittemore, general agent in Boston of Connecticut Mutual; John P. Meehan, Boston manager for Mutual of New York; William B. Smith Jr., agency manager in Springfield, Mass., for Equitable Society, and Joseph F. Penza, John Hancock manager at Lynn, Mass.

Elmer L. Nicholson, 2nd vice-president of Connecticut General Life, will end the meeting with a talk called "Give Me Stout-Hearted Men."

View Film On Forand Bill Bite-At-A-Time Technique

The "bite-at-a-time" technique of socialized medicine proponents was demonstrated in a slide-film at the April meeting of Chicago A&H Assn. The film, "A Matter of Choice," is being distributed by American Medical Assn. to illustrate the danger of the Forand bill.

Quoted in the presentation were such spokesmen for socialized medicine as Walter Reuther, United Auto Workers president, and Mrs. Evelyn M. Burns, head of the National Conference on Social Welfare, who espoused the Forand legislation as a step toward a national compulsory health insurance program.

Attacks Forand Bill

Following the film, members were brought up to date on the status of the presently-stymied Forand bill by E. H. O'Connor, managing director of Insurance Economics Society. He attributed the Forand setback largely to protest mail to congressmen. Also, he urged his listeners to (1) ask their congressmen not to sign the discharge petition to get the bill out of committee, and (2) to request their Senators to reject any measure that embodies the principles of the Kennedy, Humphrey and Morse bills, which are akin to Forand thinking.

John Hancock Paid-For Ordinary Increases 6.2% In First Quarter

John Hancock sales of paid-for ordinary life during the first quarter amounted to \$565 million, an increase of 6.2%. Total paid for life sales during the first three months was \$713 million. Group sales amounted to \$97 million and industrial sales were \$51 million.

American National Has Guaranteed Insurability Mortgage Term Riders

American National is offering a guaranteed insurability rider which can be added to any permanent life or endowment plan not maturing before age 40. The rider permits exercise of the option to secure additional insurance without evidence of insurability (except in three states) on the anniversary of the policy in any one of six 3-year option periods starting at age 22. Maximum amount is face of basic policy or \$10,000, whichever is the lesser. Commissions are the same as applicable to the policy to which the rider is attached.

Effective April 15, American National's mortgage term riders are being issued in conjunction with any life or endowment plan with premium paying period equal to or longer than the duration of the rider. The riders add insurance in the ratio of \$3,000 reducing term for each \$1,000 of the carrier policy and are available to cover 10, 15, 20, 25, and 30 year mortgages or other needs for reducing term in addition to permanent protection needs. Formerly these riders had been restricted to ordinary plans. Commission to agent is at the same scale applicable to the carrier policy.

In a number of states the company is giving guaranteed renewable status to its major medical expense policies and reducing the deductible to \$50 in lieu of the usual \$250 to \$750 scale.

Measure Would Give R. I. Employees Group Life Cover

A bill to make state employees eligible for low-cost group life coverage has been introduced in the Rhode Island legislature.

Under the law, all regular state workers would be permitted to join a private plan and purchase coverage up to the value of their annual salaries at a premium rate not to exceed 12.5 cents a week for \$1,000 of coverage. The state would make up any difference between worker contributions and life company premium rates, and the bill calls for a \$25,000 appropriation for this purpose.

San Antonio CLUs Meet

Pension and profit sharing plans were demonstrated by Julius Stein, broker, at the April meeting of San Antonio chapter of CLU. He explained the plans in relationship to life insurance and the advantages to the employer, and he pointed out that some employees may enjoy increased benefits when other employees drop out.

Johnson Head Of Liaison Group

Membership of the General Agents Advisory Council of Equitable Life of Iowa is led by C. T. Johnson, Grand Rapids, as 1960 master agency builder. H. W. Ehrsam, Portland, Ore.; H. S. Bell, Seattle, and H. A. Hedges, Kansas City, qualified as president, vice-president, and immediate past president, respectively, of the Organization Club. Appointed, in addition, are: R. L. Boyd, Kokomo; J. D. Hopper, Harrisburg; and R. C. Johnson, Madison.

The council meets with home office officials and serves as a working liaison between the field and the home office concerning mutual interests.

Boston Mutual Life Reaches \$500 Million In-Force Figure

Boston Mutual Life has reached \$500 million in insurance in force. The figure was attained two months in advance of the date originally forecast.

1960	1959	Total Insurance In Force \$	1960	1959	Total Insurance In Force \$
265	Oil Industries, Tex.	**133,140,511	376	Union Natl. Life, La.	56,615,300
266	Midwest Life, Neb.	132,787,666		Industrial	47,496,979
267	Brotherhood Mutual, Ind.	**129,421,390	377	National Security, Ala.	**56,062,200
268	Family Fund, Ga.	128,885,755		Industrial	21,589,718
269	Industrial	113,676,990	378	Citizens Life, N. Y.	**55,972,000
270	South Coast, Tex.	**128,561,241	379	Guaranty Income, La.	55,825,000
271	Century Life, Tex.	125,686,764	380	International Fid., Tex.	**55,550,000
272	United American, Colo.	**124,801,267	381	Pilgrim H. & L., Ga.	54,966,000
273	La Solidarite, Canada	**124,632,370		Industrial	39,490,417
274	National Burial, Tenn.	**122,091,087	382	Southern Equit., Ark.	**54,769,200
275	Pioneer American, Tex.	120,411,448	383	Consumers Life, Mo.	**54,583,700
276	Northwestern, Wash.	**120,103,308	384	Atlantic Coast, S. C.	54,083,500
277	Ky. Home Mutual	**120,043,231		Industrial	51,406,865
278	Natl. Public Serv., Wash.	**118,794,394	385	Protective Life, Neb.	**54,081,200
279	National Home, Mo.	**118,484,296	386	Toronto Mutual, Canada	53,906,400
	Industrial	5,000		Industrial	23,198,783
280	Commonwealth L. & A., Mo.	**118,311,361	387	Progressive Life, N. J.	**53,816,900
281	Pioneer L. & C., Ala.	**115,094,591		Industrial	48,248,933
282	Bankers H. & L., Ga.	**114,246,530	388	Ranchers Life, Tex.	**53,219,800
283	Industrial	78,776,450	389	Continental, Texas	**53,034,600
284	All Amer. L. & C., Ill.	**113,818,571	390	Global Life, Canada	**53,005,600
285	Union Life, Va.	**113,712,837	391	Security-Connecticut	**52,824,700
	Industrial	85,255,410	392	Plymouth Mut., Pa.	**52,586,800
286	Dominion of Canada Gen.	**113,391,851	393	American Income, Ind.	**52,174,500
287	Universal, Tenn.	111,393,469	394	Citadel Life, N. C.	**52,067,200
288	Industrial	88,829,490	395	Cherokee Life, Tenn.	**51,453,700
289	National American, La.	111,393,015		Industrial	42,088,825
290	Wisconsin Life	**111,291,582	396	Homesteaders Life, Ia.	**51,252,200
291	Farm Family, N. Y.	109,471,137		Industrial	4,409,562
292	Palmetto State, S. C.	**106,980,654	397	International Serv., Tex.	**51,044,700
293	Industrial	54,764,084	398	Independence Life, Cal.	**50,951,900
294	Chicago Metro. Mut., Ill.	106,864,679	399	Allied Security, S. C.	**50,261,700
295	Mutuelle-Vie Del U.C.C., Can.	**106,570,534		Industrial	15,778,444
296	Pioneer Mutual, N. D.	105,945,851	400	Great Commonwealth, Tex.	50,361,000
297	Aetna Life Mut. Assur., Can.	**104,228,547	401	Mohawk Life, Del.	**50,244,200
298	Industrial	7,253,225	402	Mercantile Security, Tex.	**50,201,400
299	Mid-Continent Life, Okla.	**104,187,488	403	Equity Life, Ala.	**50,167,000
300	Natl. Farmers Union, Colo.	**103,811,509	404	Afro-American, Fla.	50,117,000
301	American Founders, Tex.	**102,004,876		Industrial	39,193,370
302	North Central, Minn.	**101,877,642	405	Oberlin American, Mo.	**50,087,000
303	Girard Life, Tex.	**101,361,790		Industrial	343,360
304	Western States, N. D.	100,681,135	406	Richmond Life, Va.	**49,572,700
305	California Life	**100,413,083	407	Maryland Life	49,286,400
306	Industrial	68,077	408	American Home, Kans.	49,177,500
307	Caisse Nationale d'Economie	**98,362,506	409	Continental Serv. L. & H., La.	**48,946,800
308	Life of Alabama	**97,927,386	410	Time Life, Texas	48,859,800
309	Industrial	4,057,147	411	Insurance City, Conn.	**48,634,600
310	Amalgamated Labor, Ill.	**97,218,134	412	United Security, Ia.	**48,516,700
311	Commercial & Industrial, Tex.	**97,118,237	413	Trans-American, Tex.	47,936,800
312	Farm Bureau, Mich.	**97,016,543	414	State Mutual, Ga.	**47,601,100
313	Stuyvesant Life, Pa.	**95,025,417		Industrial	11,948,219
314	Columbian Mutual, N. Y.	**94,334,167	415	Forest Lawn, Calif.	**47,024,800
315	Industrial	72,040,418	416	Superior Life, Pa.	**46,943,700
316	Texas Life	**92,022,368	417	Seaboard Life, Fla.	**46,839,100
317	Universal L. & A., Tex.	**91,482,869	418	La Survivance, Canada	**46,697,400
318	Industrial	74,128,467	419	Sunset Life, Wash.	46,319,800
319	Kansas Farm Life	**91,099,061	420	Federated Security, Utah	**45,938,700
320	Commercial, Canada	**90,597,903	421	Jackson Life, Ark.	**45,632,700
321	Olympic National, Wash.	**90,154,681	422	Security Life, Ga.	**45,507,300
322	Western Farm Bureau, Colo.	**89,348,178		Industrial	47,095,843
323	Praetorian Mutual	**88,660,128	423	National Farm, Tex.	45,477,300
324	Girardian, Texas	**87,330,452	424	Public Savings, S. C.	45,414,600
325	Kennesaw L. & A., Ga.	**84,452,663		Industrial	38,874,258
326	Guaranty Life, Tex.	**83,634,687	425	Guardian Unds., Tex.	45,265,100
327	Home Owners, Fla.	**82,836,854	426	Booker T. Washington, Ala.	45,213,500
328	American Empire, Texas	**82,746,420		Industrial	39,249,264
329	Lifeco, Seattle	**81,963,334	427	Coastal Plain, N. C.	**45,099,400
330	Bankers Serv., Okla.	**81,273,187	428	Southern United, Ala.	**44,897,300
331	United American, Ga.	**81,012,808		Industrial	35,142,067
332	Resolute Credit, Conn.	**80,823,926	429	Central Plains, Kans.	**44,834,800
333	Pierce Ins., Cal.	1,848,621	430	Washington Life, La.	**44,604,700
334	Investors Syndicate, Minn.	78,806,654	431	University Natl. Life, Okla.	**44,373,600
335	State Reserve, Tex.	**78,772,248	432	Central American, Tex.	**43,764,000
336	Ministers L. & C., Minn.	**77,809,789	433	American Republic, Ia.	43,721,000
337	Canadian Premier	**77,094,073	434	Central Life, N. C.	43,190,800
338	Cal-Farm Life, Cal.	76,348,132	435	Southern Provident, Tex.	**43,102,300
339	Horace Mann Life, Ill.	**76,090,490	436	Farm & Home Life, Ariz.	**43,011,700
340	Nebraska National	**75,456,655	437	Eureka Life, Tex.	**42,954,200
341	Southern States, Tex.	75,344,047	438	Cotton States L. & H., Ga.	42,853,400
342	Fidelity Life, Canada	**73,871,907		Industrial	4,146,426
343	Mammoth L. & A., Ky.	73,698,823	440	Zurich	**42,547,300
344	Industrial	56,880,956	441	Church Life, N. Y.	**42,254,500
345	Gibraltar Life, Tex.	**72,190,368	442	Provident Indem., Pa.	**42,235,800
346	Commercial Life, Ariz.	71,622,672		Industrial	16,341,725
347	First United, Ind.	**71,335,832	443	Automotive, La.	42,042,310
348	Prof. & Bus. Men's, Colo.	70,905,533		Industrial	31,478,096
349	Maritime Life, Canada	**69,855,152	444	Mutuelle des Employes, Can.	**41,943,500
350	Inter-Ocean, Ohio	**68,683,415	445	First National, Ariz.	**41,637,000
351	Industrial	30,366,861	446	First Security, Tex.	**41,622,800
352	Loyal Protective, Mass.	**63,229,344	447	Magnolia Life, La.	41,111,100
353	National L. & C., Ariz.	67,339,287		Industrial	37,266,319
354	Detroit Mutual	67,217,680	448	Great Fidelity, Ind.	**40,990,800
355	Industrial	63,022,118	449	Merit Life, Ind.	**40,746,800
356	Sentry Life, Wis.	**67,130,900	450	Consolidated General, Tex.	**40,631,300
357	Public Life, Mo.	**67,033,540	451	United Founders, Okla.	**40,542,700
358	Continental Amer., Tex.	**66,991,735	452	Farm Bureau, Mo.	40,537,300
359	Industrial	11,959,250	453	Life of Kentucky	**40,537,300
360	Postal L. & C., Mo.	**66,908,171	454	Guarantee Reserve, Ind.	40,234,800
361	Industrial Life, Tex.	**66,273,621		Industrial	668,358
362	National Educators, Tex.	**66,232,263	455	Austin Life, Tex.	**40,189,900
363	Home Mutual, Md.	**65,936,267	456	Key Life, Mo.	40,020,800
364	Industrial	35,764,227	457	Cherokee Credit, Ga.	**39,962,700
365	Bankers Mutual, Ill.	65,658,713	458	Harrison Natl. Life	**38,863,900
366	Provident Assur., Canada	65,478,479	459	Guaranty Life, Fla.	**38,709,400
367	Industrial	90,851	460	Western Life, Canada	**38,571,800
368	Great Lakes Mut., Mich.	**64,262,032	461	Amer. Foundation, Ark.	**38,373,800
369	Pyramid Life, Kans.	**63,855,371	462	American Family, Wisc.	37,843,200
370	Old Dominion, Va.	**62,881,177	463	Northern Founders, N. D.	**37,788,500
371	Industrial	42,434,293	464	State National, La.	**37,683,200
372	Calhoun Life, S. C.	62,504,417	465	Association Ins., Wis.	**37,689,800
373	Industrial	14,201,833	466	Life of Alberta, Can.	**37,296,100
374	Philadelphia-United	**62,499,811	467	Continental L. & A., Ida.	**37,205,100
375	Industrial	47,233,165	468	Industrial	160,677
	National Bankers, Tex.	**62,177,490	469	Mut. 134 I. B. E. W., Ill.	**36,803,000
	United Home Life, Ind.	61,957,603	470	Peoples Protec., Tenn.	**36,537,400
	Surety Life, Utah	**61,506,290		Industrial	18,320,288
	Lincoln Mutual, Neb.	61,267,850	471	Globe Life & Acc., Okla.	**36,268,900
	Empl. Mut. Ben. Assn., Minn.	61,178,150	472	American Investors, Tex.	**36,233,600
	Mid-American, Texas	60,749,324	473	Valley Forge, Pa.	**36,152,700
	Rushmore Mutual, S. D.	60,687,801	474	Ins. Co. of Oregon	**36,120,800
	Great Northwest, Wash.	**59,429,181	475	Producers Life, Ariz.	**36,042,200
	Rural Security, Wis.	**59,265,883	476	Group Health Mut., Minn.	**35,839,800
	Puritan Life, R. I.	**59,188,688	477	Union Security, Ga.	**35,650,700
	United Pacific, Wash.	**58,690,546	478	American Life, N. Y.	**35,298,100
	American Trust, Tex.	58,591,064	479	Victory Mutual, Ill.	35,024,600
	Bankers Union, Colo.	58,404,029	480	Treasure State, Mont.	34,843,100
	Savings Bank, Conn.	**58,075,075	481	Southern National, Ark.	28,499,634
	National Standard, Fla.	57,215,570		Industrial	34,341,198
	Cent. States H. & A., N.b.	**57,092,608	482	Loyal American, Ala.	**34,764,900
			483	Charlotte Liberty Mut., N. C.	34,615,100
			484	Industrial	34,341,198
				Tennessee Credit Life	**34,383,200

Total Insurance In Force \$	1960	1959	Total Insurance In Force \$
56,615,971	485	Southern National, La.	34,364,561
**56,062,801	486	Industrial	29,481,569
**55,972,801	487	Acme United, Ga.	34,302,346
55,825,801	488	Detroit Metro. Mut., Mich.	33,884,054
**55,621,801	489	Industrial	30,259,000
54,966,801	490	Grange Mutual, Ida.	33,594,622
**54,708,801	491	National Investors, La.	33,425,937
**54,583,801	492	Old American, Wash.	33,303,851
54,083,801	493	Old National, Tex.	33,277,835
**54,081,801	494	Delta Life, La.	33,101,966
53,906,801	495	Industrial	30,651,229
**53,816,801	496	Philanthropic Mutual, Pa.	**33,031,748
**53,219,801	497	Service Ins. of Ala.	**32,975,842
**53,034,801	498	Acme Life, La.	32,880,054
53,005,801	499	Industrial	30,945,489
**52,624,801	500	Amer. Guaranty, N. C.	32,765,739
**52,596,801	501	Hawaiian Life	**32,672,592
**52,174,801	502	Southeastern Life, Miss.	**32,616,732
**52,067,801	503	United Mutual, N. Y.	32,395,976
**51,453,801	504	Industrial	13,255,732
**51,252,801	505	Intercoast Mutual, Cal.	**32,358,241
**51,044,801	506	Sentinel Life, Tex.	**32,260,825
**50,951,801	507	Columbian Mutual, Tenn.	32,240,638
50,861,801	508	Union Life, Canada	31,978,028
50,381,801	509	New South Life, S. C.	31,885,000
**50,244,801	510	Reliance Mutual, Ill.	**31,347,015
**50,201,801	511	Industrial	46,478
50,167,801	512	Citizens Home, Va.	**31,302,646
50,117,801	513	Associates Life, Ind.	**31,296,391
**50,087,801	514	Surety Life, S. C.	**31,211,763
**49,572,801	515	Life Protection, Tex.	**30,821,197
**49,280,801	516	Florida-Georgia Internat.	**30,784,194
49,177,801	517	Interstate Life, N. J.	**30,556,735
48,946,801	518	Western Security, Okla.	**30,522,369
48,839,801	519	National Western, Colo.	**30,482,716
**48,634,801	520	Georgia Life & Health	**30,428,499
48,516,801	521	Industrial	1,034,890
47,936,801	522	First American, Tex.	**30,393,180
**47,601,801	523	Tidelands Life, La.	30,350,948
47,024,801	524	Associated Credit, Tex.	**30,064,312
**46,943,801	525	Grand Pacific, Hawaii	**30,047,180
**46,839,801	526	Western Republic Life	29,952,842
**46,697,801	527	Family Security, Tex.	29,775,596
46,319,801	528	Industrial	25,833,175
**46,087,801	529	Mercury Life, Mo.	29,687,202
**45,938,801	530	Tennessee Valley, Tenn.	**29,559,893
**45,632,801	531	Conger Life, Fla.	**29,546,783
**45,507,801	532	Industrial	24,820,375
45,477,801	533	Life Companies, Inc., Va.	29,489,503
45,414,801	534	Great Southwest, Ariz.	**29,443,230
45,265,801	535	Southwest Reserve, Tex.	**29,392,545
45,213,801	536	Firestone Commercial, La.	**29,196,615
**45,099,801	537	Suwannee Life, Fla.	**28,852,567
**44,897,801	538	Universal L. & A., Okla.	**28,697,801
**44,834,801	539	Great Southwest, Tex.	28,603,707
**44,211,801	540	American Fidelity, Fla.	28,602,429
**43,753,801	541	Life of North Carolina	**28,585,862
**43,721,801	542	Lee National, La.	**28,510,337
43,190,801	543	Early American, Ga.	28,228,042
**43,102,801	544	Union Reserve, N. D.	27,951,521
**43,011,801	545	All States, Tex.	**27,938,000
**42,954,801	546	League Life, Mich.	**27,764,347
42,853,801	547	American Travelers, Ind.	**27,517,270
**42,547,801	548	Carolina Home, N. C.	**27,468,100
**42,254,801	549	Central State, La.	27,391,668
**42,235,801	550	Industrial	23,910,977
42,042,801	551	Rocky Mountain, N. M.	**27,112,924
**41,943,801	552	George Washington, W. Va.	**26,942,999
**41,637,801	553	Federal Old Line, Wash.	26,824,628
**41,622,801	554	Industrial	38,188
41,111,801	555	Domestic L. & A., Ky.	26,734,152
**40,993,801	556	Industrial	22,513,032
**40,900,801	557	American Bankers, Tex.	26,480,648
**40,746,801	558	First Continental L. & A.	**26,403,833
**40,631,801	559	Educators Ins., Cal.	**26,287,830
**40,542,801	560	Kanawha Ins. Co., S. C.	**26,171,750
40,537,801	561	Charter National Life, Mo.	**26,169,821
40,234,801	562	Western Life, Mo.	**26,068,728
**40,189,801	563	Consumers National, Ind.	25,936,532
40,020,801	564	National Investors, Ark.	**25,901,725
**39,962,801	565	Natl. Life of Amer., S. D.	**25,825,833
39,233,801	566	Citizens Standard, Tex.	25,689,265
**39,189,801	567	Atlantic Southern, P. R.	25,298,252
**39,092,801	568	Industrial	22,814,765
**38,941,801	569	Self Help Mutual, Ill.	24,941,795
**38,871,801	570	Central Life, Fla.	24,710,998
**38,737,801	571	Industrial	20,871,862
38,423,801	572	Independent Life, Ark.	24,585,117
**38,379,801	573	Independent Life, Md.	**24,510,340
**38,292,801	574	Industrial	14,148,657
**38,189,801	575	American Home, S. C.	**24,476,215
**38,092,801	576	United Security, Ala.	**24,274,261
**37,992,801	577	Industrial	2,045,592
**37,892,801	578	Citizens L. & C., Cal.	**24,140,625
**37,792,801	579	Citizens National, Ind.	24,076,617
**37,692,801	580	Rabenhorn Ind. Life, La.	24,059,402
**37,592,801	581	Great American, Kan.	23,913,819
**37,492,801	582	Consumers Credit, Md.	23,784,539
**37,392,801	583	Manhattan Mutual, Kans.	23,719,112
**37,292,801	584	American Frontier, Tenn.	**23,710,402
**37,192,801	585	Audubon Life, La.	**23,585,167
**37,092,801	586	Transport Life, Texas	**23,530,827
**36,992,801	587	American Liberty, Miss.	**23,423,838
**36,892,801	588	Columbia General, Tex.	**23,397,256
**36,792,801	589	Greater Mississippi Life	23,290,962
**36,692,801	590	Industrial	13,198,045
**36,592,801	591	Wabash Life, Ind.	23,202,319
**36,492,801	592	Sturdivant Life, N. C.	23,105,748
**36,392,801	593	Universal Guaranty, Tex.	23,009,697
**36,292,801	594	Midwestern Security, Tex.	**22,861,191
**36,192,801	595	Textile General, S. C.	**22,710,214
**36,092,801	596	Industrial	7,102,037
**35,992,801	597	Southwest American, Tex.	**22,581,001
**35,892,801	598	South American, Ga.	**22,534,663
**35,792,801	599	Industrial	230,763
**35,692,801	600	Capital Reserve Life, Mo.	22,455,227
**35,592,801	601	Christian Mutual, N. H.	22,407,567
**35,492,801	602	Industrial Life, Pa.	22,379,861
**35,392,801	603	Industrial	20,550,301
**35,292,801	604	American Capitol, Tex.	22,244,418
**35,192,801	605	Stonewall Jackson, La.	**22,220,599
**35,092,801	606	Life of Louisiana	**22,146,507
**34,992,801	607	First Colony, Va.	**22,131,966
**34,892,801	608	Emergency Aid, Ala.	22,123,568
**34,792,801	609	Industrial	21,284,536
**34,692,801	610	Employers Life, Ala.	**21,874,516
**34,592,801	611	Industrial	34,550
**34,492,801	612	Bankers Trust, Ariz.	21,800,395
**34,392,801	613	Southern Colonial, S. C.	21,759,413
**34,292,801	614	Life Assur. Co. of Pa.	**21,684,468
**34,192,801	615	Standard Life & Cas., S. C.	**21,131,162
**34,092,801	616	Industrial	515,449
**33,992,801	617	Gulf Union, La.	**20,815,597
**33,892,801	618	Southern National, Tex.	20,773,278
**33,792,801	619	American Life & Cas., N. D.	21,601,506

1960	1959		
597		Old Faithful, Wyo.	
598		Southern Life & Sur., Miss.	
599		Western General, Tex.	
600		Unity Life, Tenn.	
601		Interstate Life, Tex.	
602		Louisiana Life	18,840,811
603		Industrial	18,061,965
		Capitol Co-Operative, Colo.	
604		Industrial	
605		Reliance Natl. Life, Utah.	
606		East Coast Life, S. C.	
607		Home Security, Okla.	
608		Empire Life, Ark.	
609		Great Plains, Tex.	
610		Atlantic National, Ala.	
611		Pilgrim Life, Ind.	
612		Great Lakes, Ill.	
613		Fidelity Standard, La.	
614		Kilpatrick Life, La.	
615		Western Bankers, Utah	
		Great States Life, Ill.	
		Industrial	246,000
616		Twentieth Century, N. C.	
617		Home Protective, S. C.	
618		Western Reserve, Colo.	
619		American Buyers Ins., Ariz.	
620		American Founders, Colo.	
621		Standard Life, La.	
		Industrial	16,353,372
622		Jacob Schoen & Son, La.	
623		National Union Life, Ala.	
624		Pioneer Western, Ark.	
625		Continental Equity, La.	
626		State National, Mo.	
627		Great Western, Okla.	
628		International Life, Tex.	
		Industrial	281,678
629		Investors Insurance, Ore.	
630		Sam Houston, Tex.	
631		Family Life, Canada	
632		Atlas Life, La.	
633		Lincoln Mut. L. & C., N.D.	
634		Amer. Republic Life, Miss.	
635		Peoples Life, La.	
636		Pacific Western, Utah	
637		Modern Pioneers Ins., Ariz.	
638		Cotton States, Ala.	
639		Howard Life, Colo.	
640		Protective Life, Ill.	
641		Union Trust Life, Minn.	
642		Mothe Life, La.	
643		Maine Fidelity	
644		American States, Ind.	
645		Sovereign States, Tenn.	
646		Brook's Intl. L. & C., S. D.	
647		State Life, S. C.	
648		Life Underwriters, La.	
649		Alabama National Life	
650		Bank Credit Life, Ark.	
651		General Services, D. C.	
652		Investors National, Ind.	
653		Time Insurance, Wis.	
654		Arnett-Benson Life, Tex.	
655		Virginia Mutual Benefit	
		Industrial	12,296,709
656		Pilgrim National, Ill.	
657		Union Du Commerce, Canada	
658		Farm & Home, Tex.	
659		Allied Bankers, Tex.	
660		United Security, La.	
661		American Guaranty, Ore.	
662		Transwestern, Nev.	
663		Gateway Life, Pa.	
664		Populaires Acadiennes, Canada	
665		Mid-America, Okla.	
666		Public Fidelity, Pa.	
667		Winston Mutual, N. C.	
		Industrial	11,671,626
668		Ideal Life, Texas	
669		Liberty L. & A., Mich.	
670		General Life, Wis.	
671		Security L. & A., Ala.	
		Industrial	14,196,925
672		Southern Aid Life, Va.	
		Industrial	11,885,780
673		National A. & H., Pa.	
		Industrial	14,083,876
674		Professional Ins. Corp., Fla.	
675		Bankers Fidelity, Ga.	
676		South Atlantic, Fla.	
677		Evangeline Life, La.	
		Industrial	16,481,622
678		New Hemisphere, Utah	
679		National Public, Del.	
680		Ideal National, Utah	
		Industrial	3,393,528
681		Pioneer National, Kans.	
682		Natl. College & Univ. Life	
683		Mid-Continent, Texas	
684		Security Industrial, La.	
685		Commercial Standard, Tex.	
686		American Federal, Ala.	
		Industrial	1,246,046
687		Union Protective, Tenn.	
688		Industrial	13,796,968
689		United Service, Ala.	
690		Industrial	13,646,792
691		National Empire Life, Tex.	
692		Superior Life, S. C.	
693		Life of Florida	
		Industrial	8,281,152
694		Investment Life & Trust	
695		Capital National, Tex.	
696		Lincoln Life, Ga.	
		Industrial	12,034,719
697		Protective Life, Mo.	
698		Production National, Tex.	
699		Farm & Home, Ind.	
700		Security American, Tenn.	
701		Appalachian Life, W. Va.	
		Industrial	11,799,385
702		Colonial American, Tex.	
703		Houston American, Tex.	
704		Amer. Life of Balto., Md.	
705		Standard Union, Ala.	
706		Argwood L. & A., S. C.	
707		Olinger Life, Colo.	
708		Lone Star, Tex.	
709		Amer. Penn Life, Pa.	
710		Mutual Benefit, Md.	
		Industrial	11,968,455
711		Commercial Life, Mo.	
		Industrial	6,258,797
712		Richmond Beneficial, Va.	
713		Industrial	10,997,779
714		Central Assurance, Ohio	
		Industrial	7,500

1959	1959	Total Insurance In Force \$
712	First Life, Texas	**12,701,341
713	National Insurance, N. D.	12,684,207
714	Employers Life, Del.	**12,529,607
715	Midland Empire, Kans.	12,518,871
716	LaFourche Life, La.	†12,510,300
	Industrial	†9,605,232
717	Universal Life & Acc., Ind.	**12,506,704
*All Industrial **Incl. Group †Figures as of Jan. 1, 1959		

Ranking of 35 Fraternal Societies	
Aid Assn., Lutherans	\$1,616,771,826
Lutheran Brotherhood	1,137,801,144
Knights of Columbus	913,176,024
Modern Woodmen of Amer.	639,993,230
Woodmen of the World, Neb.	635,782,930
Independent Order Foresters	589,164,345
The Maccabees	508,572,089

Royal Neighbors of Amer.	447,081,248
Polish Natl. Alliance	270,015,133
Societe des Artisans, Can.	255,553,831
Catholic Order, Foresters	232,672,116
Womens Benefit Assn., Mich.	130,154,937
Woodmen Circle	125,089,536
Brotherhood R. R. Trainmen	124,714,674
Polish Roman Cath. Union	106,354,426

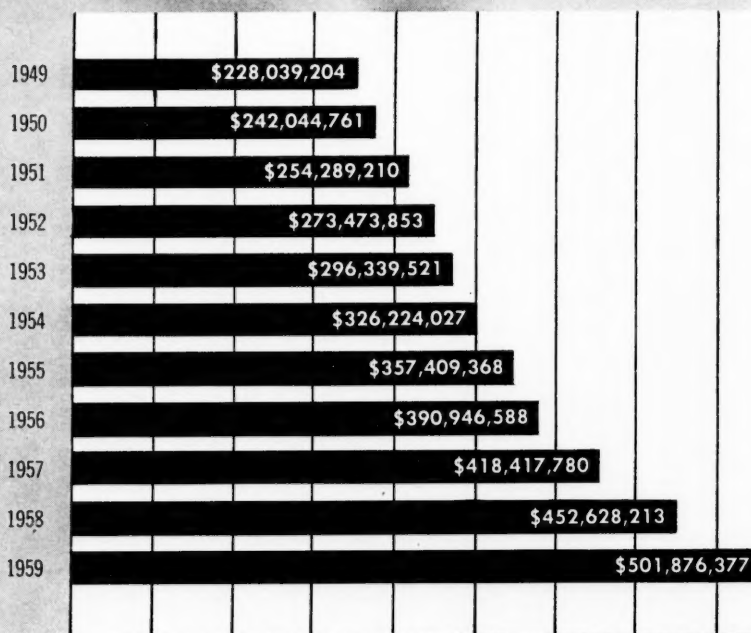
	Jan. 1, 1959	Jan. 1, 1960
Total Ordinary	\$333,765,718,696	\$365,720,395,145
Total Industrial	41,655,287,264	41,863,508,123
Total Group	184,512,541,960	207,166,356,411
Total All Classes	\$559,934,547,920	\$614,750,259,679

Union du Canada	76,756,022
Protected Home Circle	70,904,362
Women's Cath. Order of Foresters	63,786,941
Ladies Cath. Benev. Assn.	66,447,482
Western Bohemian Frat. Assn.	61,083,086
Equitable Res. Assn., Wis.	59,617,882
Canadian Order Foresters	59,400,903
L. Union St. Jean Baptiste	59,237,371
Ukrainian National	58,121,581
Gleaner Life Ins. Soc.	57,080,283
Sons of Herman, Texas	56,510,569
Catholic Family Life, Wis.	53,333,644

Total Ordinary, Industrial, Group In Force Of 717 Life Companies

AT YEAR END: 1959

Continental American life insurance in force exceeds ½ billion dollars



- **\$501,876,377 insurance in force, more than double the level of ten years ago**
- **New sales of life insurance increased to \$97,406,667, almost quadrupling from 25 million dollars in 1949 and jumping more than 24% over 1958, an increase of about four times the industry average**
- **Average new sale increased to \$17,177, an all-time high and an outstanding increase over 1958 when average policy size was highest in industry**

Proof of Continental American's ability to meet the needs of its clients through low-cost insurance programs of increasing diversity is seen in these outstanding records . . . records which our trained field force established by rendering competent, professional service in developing individual and business insurance programs. Continental American: a fine company in which to be insured, with which to be associated.



Continental American Life Insurance Company

WILMINGTON, DELAWARE

Selection Men To Hold Annual At Pebble Beach

Home Office Underwriters Club of the Western States will hold its annual meeting June 1-2 at Del Monte Lodge, Pebble Beach, Cal. The first day will include speakers on problems of life underwriting and a panel discussion between spokesmen for several inspection companies—American Service Bureau, Retail Credit, Hooper-Holmes Bureau, Information Research.

Speakers for both days are all home office executives and include: Victor H. Watkins, Pacific National Life, club president; William H. Lane Jr., West Coast Life, "The Current Problem of Medical Fees;" John R. Pullman, Occidental Life of California, "The Attending Physician Reports;" John H. Thompson, Metropolitan Life, "The Function of the Actuary in Underwriting;" William H. Fralick, Security L&A., "Financial Underwriting."

Also, William G. Rohlfes, Standard of Oregon, "Underwriting Poor Driving Records;" Kenneth B. Prouty, State Farm Life, "Training the Home Office Underwriter;" Jack Riley, Northwestern Life, "Underwriting Substandard A&S;" Edward Ulrich, Pacific Mutual Life, "Guaranteed Renewable Loss of Time," and Edward J. Otte, Pacific National Life, "Underwriting Group Life."

The program will close with a business meeting.

'What Is A CLU?' Explains Designation To The Public

A 12-page illustrated booklet entitled "What Is A CLU?" has been published by American Society of CLU. The booklet, which utilizes cartoons and brief copy, is designed as a public relations brochure for CLUs to distribute to their friends, clients, prospects and centers of influence.

It may be ordered from the society's headquarters at 3924 Walnut Street, Philadelphia, at 5 cents each for a minimum order of 100, plus a 50-cent mailing charge. Individual copies may be obtained free of charge by writing to society.

Milwaukee A&S, Life Assn. Meets

Milwaukee Sickness, Accident & Life Assn. heard Dr. Robert D. O'Connor, medical director of Old Line Life, at the April meeting. He spoke on "Pitfalls in Accident & Sickness Claims."

A Service Guide A

CONFIDENTIAL NEGOTIATIONS FOR SALE OF INSURANCE COMPANIES

Ralph F. Colton

30 N. LaSalle St. Chicago 2, Ill. Financial 6-9792

Professional Services On
• RATE BOOKS •

Planning—Page Designing—Preparation
Proof Reading—Production—Covers

FAST • ECONOMICAL

DUNCAN AND COPELAND, INC.

1038 W. Peachtree St., NW • Phone TR 3-3785
Atlanta 9, Georgia

Home Office Changes

Kansas City Life



O. D. Welch

O. D. Welch, assistant vice-president, has been promoted to vice-president; G. B. Rowan, assistant counsel, to associate counsel; W. K. Hein and C. H. Sasse to assistant controllers; Allan Appell to director of computer service; C. C. Pennington to director of electronic data service and R. B. Snell to claim department supervisor.

Bankers Of Iowa

Vice-president J. C. Archibald has been elected a director. J. S. Auner, farm field manager, has been appointed field manager of mortgage loans, and R. E. Larson, assistant secretary, is now group secretary. D. F. Carter, who has been group underwriting supervisor, becomes assistant secretary.

General American Life

Group operations have been realigned into two major divisions. R. H. Bennett, former field vice-president in the agency division, has been promoted to vice-president and will head the new group sales division. All other group business will be consolidated in



R. H. Bennett



W. W. Walker

the new group operations division, with R. N. Stabler, assistant vice-president and group actuary, in charge. He is a fellow of Society of Actuaries. Mr. Bennett is a past president of St. Louis CLU chapter, St. Louis Assn. of Life Underwriters and Missouri Assn. of Life Underwriters.

Group business was formerly administered through a single group division headed by W. M. Paris, who has relinquished his vice-presidential post. His future plans are as yet unannounced.

In the agency division, W. W. Walker formerly director of St. Louis agencies, has been promoted to director of agencies and will have responsibility for multiple agency installations in metropolitan centers countrywide. He is currently treasurer of St. Louis General Agents & Managers Assn. He is succeeded in the St. Louis agencies post by J. H. Krull, formerly supervisor of agency development.

Nationwide Life

Dr. D. E. Yochem, medical director since 1936, has been appointed vice-president and medical director.

Academy Life Of Denver

P. E. Huff has been appointed president and Wallace Lundquist vice-president of sales. Mr. Huff has been financial director of National Farmers

Union Life, and Mr. Lundquist has been vice-president of Howard Life of Denver and more recently of Colorado insurance group.

Northwestern National

D. L. Fillmore has been appointed manager of advanced training. He was in the life insurance department of Marsh & McLennan at Minneapolis.

Postal Life

Helen J. Virla, general assistant to the executive department, has been elected assistant secretary. She is the company's first woman officer.

United States Life

W. H. Page, assistant secretary in charge of ordinary claims, and George Brummer, assistant secretary of the company, have been named co-managers of the policy service department, and Walter J. Lyden, claim examiner, becomes manager of the life claims

department. J. E. Sheehan, assistant vice-president in charge of the underwriting department, has been given additional duties as head of the issue department.

Republic National Life



Richard Dodson

R. L. Dodson has been appointed superintendent of agencies. He began in insurance with General American Life in 1946 at Houston, becoming manager for that company at Shreveport in 1956 and about a year later Guardian Life manager there.

Bankers National Life

H. T. Cohn, associate actuary, has been named actuary; C. A. Curtis, investment analyst, has been named manager of securities, and Miss E. M. Farrell, supervisor in the premium accounting division, has been named

assistant director of data processing. Mr. Curtis has also been security analyst with Mutual Benefit Life.

Pacific Mutual

New supervisors are M. F. Kolb, loan accounts, J. D. Abbott, Los Angeles group office; and K. J. McDonough, press relations. Mr. Kolb has been manager of the Santa Ana mortgage loan office, and Mr. Abbott has been a senior clerk.

C. E. Vance has been promoted to supervisor of agencies. He was manager of research and sales development.

Old Line Life

Winthrop Rockefeller has been elected to the board.

NORTHWESTERN LIFE of Seattle has named R. G. Engel executive vice-president and director of agencies. He was formerly agency vice-president of Sunset Life of Olympia.

WISCONSIN LIFE has appointed W. P. Robinson supervisor of sales training. He was manager at Madison for Washington National.

Attractive Juvenile Contracts

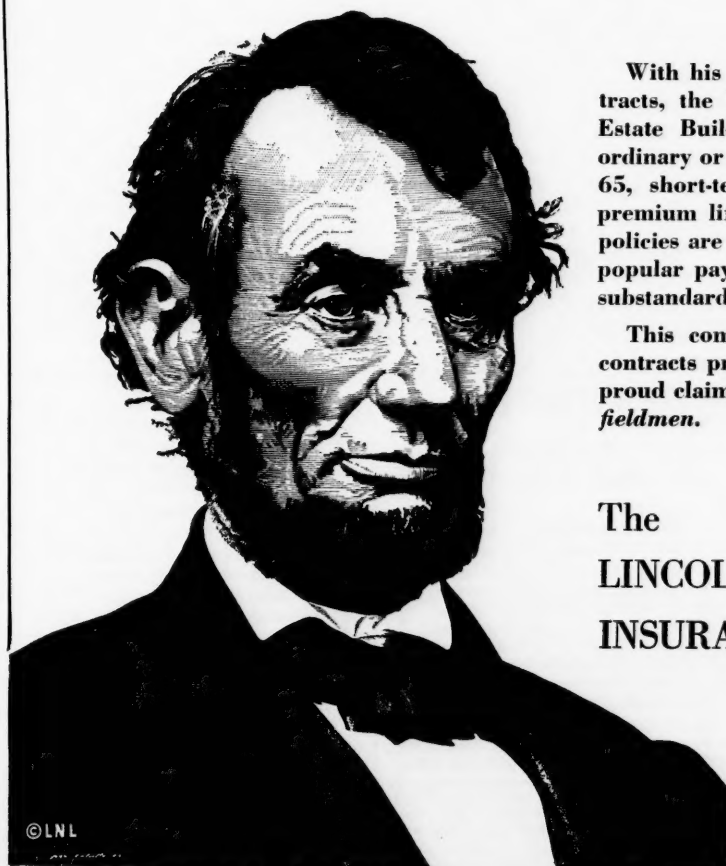
With his complete line of juvenile contracts, the LNL man can sell the Junior Estate Builder, educational endowments, ordinary or limited pay life, endowment at 65, short-term endowments, and single-premium life or endowment plans. These policies are issued from date of birth. The popular payor benefit is available even to substandard risks.

This complete line of liberal juvenile contracts provides another reason for our proud claim that LNL is geared to help its fieldmen.

The
LINCOLN NATIONAL LIFE
INSURANCE COMPANY

Fort Wayne, Indiana

Its Name Indicates Its Character



© LNL

Editorial Comment

Mr. Fluegelman's Amazing Inference

The editorial "Featherbedding and Group Limits" in the April 16 issue "seems to impugn the motives and honesty of a great number of agents who feel strongly about the subject," according to the chairman of the NALU group insurance committee, David B. Fluegelman, general agent of Connecticut Mutual at New York and a past president of NALU. His letter is printed on the next page.

This is an amazing inference that Mr. Fluegelman has drawn. We challenge him or anyone else to point to anything in the editorial that impugns anyone's motives or honesty. We believe that Mr. Fluegelman, though with complete good faith, has read meanings into the editorial that simply are not there.

If they were there, we don't believe we'd have got the highly complimentary letter that we did from Howard H. Cammack, Albany general agent of John Hancock. Like Mr. Fluegelman, he is a CLU—in fact, a past president of American Society of CLU—so both men are pledged to the professional obligation to put the client's interest ahead of their own.

Mr. Cammack concludes his letter by saying: "It has burned my soul to have the national association people, including some of my best friends, go before committees of Congress to try to save our own necks. If our necks can't be saved within the context of the very best service to the public, they should be cut off. I greatly admire your latest editorial."

Even though Mr. Cammack's letter confirms our conviction that Mr. Fluegelman has misinterpreted the "featherbedding" editorial, we are printing the Fluegelman letter in full because it is a considered statement by the NALU group committee chairman on a hotly controversial subject, and any airing of views should help clarify the issues.

Perhaps Mr. Fluegelman's most serious misinterpretation of the editorial is in the third paragraph of his letter, where he says: "You state, 'If we are going to base a position on the public

interest, then it is necessary to proceed as if the profit motive did not exist.' This, in my opinion, implies that the public interest cannot properly be served if a profit is made by someone engaged in the natural operation of his market."

We flatly deny that any such implication can be found in the quoted sentence—or anywhere in the editorial, for that matter. The sentence merely says this: If you're going to ask legislators to pass a law on the ground that it would be in the best interest of the insuring public, then base your entire case on that ground alone. Don't even discuss the effect on "the agent's market," for if the argument seems flavored with the slightest taint of self-interest, your critics are going to say that protecting your market is all that you're interested in and that all the talk about the public interest is just a smoke-screen.

The case based on public interest must be so strong that the legislators will say, "Sure, it'll probably make the agents more money but this is so clearly a good thing for the public that whether it helps the agents is of no consequence."

To say that the profit motive should be kept out of the discussion is a long way from implying that "the public interest cannot properly be served if a profit is made by someone engaged in the natural operation of his market." For unless he is independently wealthy, the professional man, no less than the business man, must make money "while engaged in the natural operation of his market." In fact, it is the virtually ever-present need to make a "profit" that brought about the imposition of professional standards in the first place. These standards were needed as a means of keeping the professional man from putting the pursuit of profit ahead of the best interests of his client or patient.

If the best advice to the client or patient always resulted in the greatest financial return to the professional man, there would be scant need for professional standards covering this

point, for enlightened selfishness would take care of the situation.

If anyone doubts the wisdom of keeping "the agent's market" clear out of any discussion of remedies for group "abuses," let him consider how he'd react if the American Medical Assn., were trying to keep antibiotics from being sold promiscuously by drug stores on a non-prescription basis, and the AMA acted as if it were concerned not only about the public's health but about the fees its members lose when the customer cuts out the medical middleman.

Wouldn't the typical reaction be that the doctors were a good deal more interested in their incomes than in what happened to the public? Sure, the legislation would affect their fees, but would the doctors be smart to let that get into the discussion?

Of course, no one could deny NALU the right, if it wants to do it, to base its anti-jumbo-group stand on a claim to a traditional, deserved interest in the individual-policy market, a market that the agents have served well and that deserves protection against invasion—the sort of argument by which the individual grocers have tried to stem the advance of chain stores. Service to the public is stressed, but only as a supporting argument for protecting the entrepreneur's market. But obviously such a change in approach would be a long step backward from the professional goal in life insurance selling.

Yet the point Mr. Fluegelman makes in the final paragraph of his letter seems to come uncomfortably close to that type of argument. He predicts that it will not be too long before everybody in the United States will be covered by one type of group policy or another.

"Then," he continues, "there will be no one to serve the policyholders on matters such as change of beneficiary, option settlements and countless other matters on which a personal consultation is necessary. Would that be in the public's interest?"

The argument that it would be against the public's interest to have the life agent, in his role of adviser and helper, crowded out of the business not only is extremely difficult to prove convincingly but also has the strongest odor of self-interest about it of any of the various reasons why group "excesses" should be restricted

by law.

It would be necessary to prove beyond a reasonable doubt that without restrictions group insurance will become so prevalent as to drive virtually all individual-policy salesmen out of business. This in itself would be extremely difficult to prove.

But suppose it could be proved. It would then be necessary to prove that even if individual-policy salesmen no longer existed, the need for life insurance advice and service could not be met by fee counselors and/or salaried home office representatives. This may be true, but to say the least it sounds like a tough proposition to sell to a legislature.

It would seem that NALU has the choice of basing its case wholly on the public interest or wholly on protecting its market—for any intrusion of the "agent's market" concept into the "public interest" approach will only serve to strengthen the hands of those who believe the entire campaign is 99% to protect the agent's market and 1% to protect the public's interest.—R.B.M.

Personals

Edmund Fitzgerald, a director and former chairman of Northwestern Mutual, has received the Headliner award of Milwaukee Press Club. The honor is in recognition of a career in business and civic enterprises that has significantly influenced Milwaukee's economic and social development.

William Cary, secretary of the board of trustees of Northwestern Mutual Life, has been appointed chairman of the public relations committee of Milwaukee Community Welfare Council.

Deaths

Miss ROSALIE E. DeMOSS, retired controller of Indianapolis Life, died. She was with the company more than 30 years, serving first as auditor. She retired six years ago.

NATHANIEL H. ROBB, 44, regional vice-president of Colonial Life & Accident, died of a heart attack in his office.

Mrs. A. B. SLATTENGREN, 86, who died at Riverside, Ill., was the mother of George B. Slattengren, president of Seaboard Surety. Her husband, who died in 1954, had been for many years vice-president of Mutual Trust Life of Chicago.

CARLTON G. HAZLIP, 88, chairman, secretary-treasurer and founder of Western Life of St. Louis, died there of pneumonia. He formed the Funeral Benefit Association, a fraternal in 1894. He was president until 1958 when he became chairman and secretary-treasurer.

ALBERT L. FRANKLIN, 63, manager of the life department of Travelers at Jacksonville, died after an illness of several weeks.

Leonard J. Goist Jr., Columbiana, O., has been named man of the month for the second time this year by Midland Mutual Life.

THE NATIONAL UNDERWRITER

The National Weekly Newspaper
of Life and A&S Insurance



Published by
The National Underwriter Co.

EDITORIAL OFFICE

17 John St., New York 38, N. Y.
Tel. BEekman 3-3958 TWX NY 1-3080
Robert B. Mitchell, Executive Editor
William Macfarlane and Jud Higgins,
Assistant Editors

CHICAGO EDITORIAL OFFICE

175 W. Jackson Blvd., Chicago 4, Ill.
Tel. WAbash 2-2704 TWX CG 654
John C. Burrig, Associate Editor
Richard G. Ebel, William Faltyssek and
R. R. Cuscaden, Assistant Editors
Marjorie Freed (production) and
Barbara Swisher, Editorial Assistants

OFFICERS

John Z. Herschede, President
Louis H. Martin, Vice-President
Kenneth O. Force, Vice-President
H. P. Gravengaard, Vice-President
Robert B. Mitchell, Vice-President
George C. Roeding, Vice-President
James C. O'Connor, Secretary
Joseph T. Maloney, Treasurer

ADVERTISING OFFICE

175 W. Jackson Blvd., Chicago 4, Ill.
Tel. WAbash 2-2704 TWX CG 654
Raymond J. O'Brien, Advertising Manager

BUSINESS OFFICE

420 E. Fourth St., Cincinnati 2, Ohio
Charles P. Woods, Sales Director

REGIONAL SALES MANAGERS

Fred Baker, Atlanta
Paul Blesi, Cleveland
Alfred E. Cadis, Dallas
David Chapman, Des Moines
J. T. Curtin, New York
Dana L. Davis, Boston
James E. McSurely Jr., Denver
William J. Gessing, Detroit
Clarence W. Hammel, New York
Roy H. Lang, Boston
Howard J. Meyer, Minneapolis
Raymond W. Rieke Jr., Los Angeles
William D. O'Connell, Chicago
George C. Roeding, Cincinnati
A. J. Wheeler, Chicago
Robert J. Wiegand, Chicago
George E. Wohlgemuth, St. Louis
Robert I. Zoll, Philadelphia

SUBSCRIPTIONS: 420 E. Fourth St., Cincinnati 2, \$7.50 per year (3 years, \$20); Canada \$8.50 per year (3 years, \$23); Foreign \$9 per year (3 years, \$24.50). 30 cents per copy, back copies 50 cents. CHANGE OF ADDRESS: Enclose mailing wrapper and Post Office form 3579 with new address, and allow three weeks for completion of the change.

NALU Group Chairman Objects To Editorial On 'Featherbedding'

The editorial "Featherbedding and Group Limits" in the April 16 issue has elicited the following comment from the chairman of the NALU group insurance committee, David B. Fluegelman, general agent at New York for Connecticut Mutual Life and a past president of NALU.

D. B. Fluegelman

An editorial commenting on the letter is on the opposite page.

Your editorial policy is invariably fair and objective, and I have had the pleasure, on many occasions, of complimenting you. However, your April 16 editorial, "Featherbedding and Group Limits," seems to impugn the motives and honesty of a great number of agents who feel strongly about the subject, and I am impelled to write a critical letter in the hopes you will let your readers see the other side of the picture.

Your argument seems to deal primarily with the fact that the "public interest" and the "agent's market" are in conflict with one another, and that it is impossible to look out for the public interest while protecting the agent's market.

You state "if we are going to base a position on the public interest, then it is necessary to proceed as if the profit motive did not exist." This, in my opinion, implies that the public interest cannot properly be served if a profit is made by someone engaged in the natural operation of his market. The position of the NALU group committee has consistently been that of attempting to place the interest of the public above all other considerations.

I honestly believe, as do the vast majority of the members of the National Assn. of Life Underwriters, that the public's interest is best served by receiving individual professional advice rather than by dealing wholesale in what amounts to a purchase at a discount house. It is also highly ques-

tionable whether a group policy is actually "cheap." The fact that the premium is lower on a term plan than on some other form of permanent insurance, does not mean that the public's interest is better served by buying the term plan under the illusion he is getting something that is "cheap."

As we have frequently stated, a person at a young age, in good health, and with a good income, believes his problem is solved when he buys a group policy. At some time in the future, when he is older, uninsurable and loses his job, he realizes he has a problem, but then it is too late to do anything about it. Is this inclination to look out for our natural markets contrary to an effort to look out for the public's interest?

With further reference to your observations regarding the "profit motive," my experience has indicated that most agents attempt to look out for the prospect's interest without regard as to what profit is made. You seem to feel that this is looking out for the "agent's market," but I feel it is looking out for the interests of the client in connection with our normal operations in our market. Do you believe that the doctor's advice to have an operation performed rather than to take pills is colored by the fact the physician would make more money by performing the operation? Don't you believe there are life underwriters who sincerely feel that permanent insurance is better than term insurance despite the fact they make a higher commission thereby?

Cites CLU Oath

As a chartered life underwriter, I have taken an oath indicating I will give the same advice to my clients that I would apply to myself. I own permanent life insurance because I think it is the best thing for me to buy. I don't believe that, when I recommend permanent insurance to my clients, I am looking out for the "agent's market." I believe I am looking out for the "public interest" because, for most of them that is the best program for their future. Furthermore, every time we place a permanent policy, where term would otherwise be written, we are making an effort to hold back the tide of inflation, thereby saving the nation from a situation where it would not matter very much if there were jumbo group or any other type of insurance.

The loose term "agent's market" obviously refers to far more than group insurance. If the agent's market is constantly cut down, and we reach the reductio ad absurdum (not too far off) when everybody in the United States will be covered by one type of group policy or another, there will no longer be need of agents in the next generation. Then there will be no one to serve the policyholders on matters such as change of beneficiary, option settlements and countless other matters on which a personal consultation is necessary. Would that be in the public's interest?

Life Women To Meet May 3

League of Life Insurance Women has scheduled its next meeting for May 3 at the classroom of New York City Life Underwriters Assn., 185 Madison Avenue. The meeting will be open to all life insurance women.



President James F. Oates Jr. of Equitable Society presses the button that sends the final steel beam from the roof of the 15-story base building to the top of the 42-story tower of the new home office building at New York to complete the steel skeleton. Story of the topping-out ceremony was in last week's issue.

Hearing Scheduled For New York Blue Cross Rate Increase Request

A public hearing on the applications of Associated Hospital Service of New York (Blue Cross) for an increase in subscriber rates and a new hospital reimbursement formula has been scheduled by the New York department for June 13 at the New York County Lawyers Assn., 14 Vesey Street. Deputy Superintendent Cantor will preside.

The New York City Blue Cross is requesting rate increases averaging 37.3% which would become effective Oct. 1. If granted, this would be the third such increase given the plan in as many years.

In his statement announcing the hearing, Superintendent Thacher said that the report of the Columbia University school of public health and administrative medicine, titled "Prepayment for Hospital Care in New York State," will be made available soon. The department is hoping to have the report available for review before the hearing.

Miss Kassanitz Named IAAHU's General Sec.

Patricia Kassanitz, former membership secretary of International Assn. of A&H Underwriters, has been promoted to general secretary at the association's Chicago office. New duties for Miss Kassanitz include being receptionist and private secretary to the association's managing director, Bruce Gifford, and advertising manager of A&H Underwriter.

Says Jumbo Group No Threat, But Government Is

The real threat to the business today is not jumbo group but government encroachment, Robert V. Hamor, vice-president and agency director Continental Assurance, Chicago, told members of General Agents & Managers Assn. of Indianapolis at their April meeting.

"I do not believe the federal government can get control of the business away from the states through legislation, but it can through encroachment—and I believe this is going on," he declared. The average agent does not serve the masses of the public. He sells to no more than 7%, leaving 93% unprotected. Group, and industrial, help take care of the masses and thus help resist government encroachment, he said.

Mr. Hamor expressed himself as alarmed by the attitude of agents that the home offices are their opponents. He said he does not believe the home offices will impair the agency system, but if the public requires a change in the method of distribution, that change will come.

Turning his attention to the increase in the past several years in the number of companies developing some type of connection between fire-casualty and life, Mr. Hamor pointed out that they all have several common characteristics: They want business from fire-casualty men; they believe they can do a faster job of agency building with multi-line operation; they find economy of operation; they find they can exercise a certain amount over control of business (as in the case of making a mortgage loan on a large real estate development and then specifying the fire insurance to be carried); and an interest in package sales.

In the area of package sales, Mr. Hamor admitted that results to date have been less than spectacular. Despite what speakers at sales congresses say, he said, there is no public demand for package selling. Further, although it is designed primarily for the fire-casualty man, he doesn't really want it. It delays his issue of fire insurance, and means sacrifice of control over his accounts. The speaker predicted, however, that companies will continue to try to develop the package-sale market.

Mr. Hamor also reported that multi-line operation can lead to pressure for tie-in selling, with companies refusing to take accommodation lines unless they also get some of the agency's life business.

The speaker also warned against blanket condemnation of mutual funds. "We must realize," he said, "that a man's need for any particular type of savings plan varies with his case. We must know the nature of other forms of saving and learn to dramatize the peculiar advantages of the life insurance plan. Particularly do they need to be dramatized in the printed policy form itself. This will take home office work."

In discussing the trend toward term, Mr. Hamor declared that prospects rarely select for themselves. They buy what the agent recommends. The agent, in turn, sells what he likes and believes in. What he believes in is largely a result of what his general agent or manager has taught him, and what the general agent or manager has taught is usually a result of home office indoctrination.

Stocks

By H. W. Cornelius of Bacon, Whipple & Co.
135 S. La Salle St., Chicago, April 26, 1960

	Bid	Asked
Aetna Life	79 1/2	81 1/2
Beneficial Standard	16	17
Business Men's Assurance	41 1/2	43
Cal.-Western States	57	59
Commonwealth Life	20	21
Connecticut General	333	348
Continental Assurance	152	156
Franklin Life	80	82
Great Southern Life	69	73
Gulf Life	19 1/2	20 1/2
Jefferson Standard	43	45
Liberty National Life	55	57
Life & Casualty	16 3/4	17 3/4
Life of Virginia	52 1/4	54 1/4
Lincoln National Life	228	232
National L. & A.	107	110
North American, Ill.	13 1/4	14 1/4
Nw. National Life	102	108
Ohio State Life	47	52
Old Line Life	63	67
Old Republic Life	17 3/4	18 3/4
Republic National Life	36	38
Southland Life	90	94
Southwestern Life	53	56
Travelers	77 1/2	79
United, Ill.	44 1/4	46
U. S. Life	39 1/2	40 1/2
Washington National	50	54
Wisconsin National Life	37	39

Changes In The Field

Occidental Of California

William Sterling, assistant regional group manager at Pittsburgh since 1957, has been promoted to associate regional group manager at Newark. J. G. Townsend, also an assistant regional group manager since 1957, becomes associate group manager at Oklahoma City in charge of the re-

cently established group office there, and D. R. Cook was promoted to assistant regional group manager at Denver.

W. D. Henderson has been appointed brokerage manager at Dallas. He was assistant brokerage manager.

J. D. Barbee Jr. has been appointed assistant brokerage manager at Jack-

sonville. He has been with Provident Mutual there.

Bankers Life Of Iowa

Three managers have been appointed and a new ordinary sales office established in Memphis. R. E. Doruff, field supervisor at the home office, becomes manager at South Bend, Ind. He succeeds J. H. Hinkes, who has been named a senior sales supervisor at the home office. C. M. Charlton, Wichita, Kan., agency supervisor, becomes manager there to succeed J. A. Reinhart, manager for more than 30 years who resigned for health reasons. J. P. Briggs, formerly with Equitable Society, has been named manager of Bankers Life's new Memphis office.

State Mutual Life

H. L. Grant has been named group manager at San Francisco. He has been with Connecticut General and California Compensation Insurance Fund.

Postal Life

J. J. O'Keefe has been appointed general agent in Buffalo. He has been with Prudential.

Old Line Life

J. W. Marshall has joined the company as general agent at Detroit. He was assistant manager there for New England Life and before that with North American Life and Aetna Life.

Mutual Of New York

J. J. Mahon, director of management training; G. A. Norwood, director of field training, and C. H. Williams, director of recruiting, have been appointed regional superintendents at New York, Dallas and Atlanta, respectively. Mr. Norwood is a CLU.

R. G. Forman, assistant manager at Boise, has been appointed manager at Los Angeles to succeed C. W. Wood, who has resigned.

American United

L. W. Coffman has been appointed manager at Evansville, Ind. He has been with Indianapolis Life and Prudential.

Great-West Life

G. F. Dixon Jr. and A. A. Engwall have been appointed managers at Toledo and Des Moines, respectively.

Manufacturers Life

R. P. Miller has been appointed unit manager at Baltimore.

Pacific Mutual Life

J. W. Cleveland has been named manager of the group office at Long Beach, Cal., and C. D. Cox of the group

office at Indianapolis. Mr. Cleveland has been manager at Indianapolis and Mr. Cox assistant manager at Seattle.

National Life Of Vermont

W. B. Rainey has been appointed general agent for New Mexico and El Paso and Hudspeth counties in Texas, with headquarters at Albuquerque. Mr. Rainey, a CLU, has been with Minnesota Mutual at Nashville.

Life Of Virginia

R. D. Murrell, associate district manager at Bristol, Tenn., has been named district manager at Radford, Va.

Berkshire Life

Herbert Frankford, co-general agent at New York, has been appointed general agent following the dissolution of the Whelan-Frankford agency, which resulted from the disability of L. R. Whelan. Mr. Frankford entered the life business with Prudential and joined Berkshire in 1944. In 1954 he was named associate general agent and vice-president of the Wolfson agency.

Paul Revere Life

K. P. Curry, formerly with the Dewey agency at Seattle, has been named training supervisor for the western region with headquarters at San Francisco.

Washington National

G. M. Mack has been appointed general agent in Salt Lake City. Active in life association affairs, he is currently chairman of LUTC in that city.

LINCOLN LIBERTY LIFE has appointed L. R. Burchett Jr. general agent at Kansas City and B. F. Clifton and R. L. Weatherford associate general agents at Victoria, Tex., and Corpus Christi, respectively.

PIONEER AMERICAN of Fort Worth has appointed L. J. Switzer regional sales director at Denver. He was with Webster Life of Des Moines.

VOLUNTEER STATE LIFE has appointed R. H. Womble general agent at Belton, Tex.

Business Man Is Prime Prospect For A&S: Osler

The business man is a prime prospect for disability income insurance, but he is neglected by agents, Robert Osler, president of Underwriters National, told members of San Antonio A&H Underwriters Assn.

Providing income for self and family is behind all endeavors whether it be in real estate or stocks and bonds, he said.

Mr. Osler exhorted agents to work to preserve the democratic form of government by having income provided by workers themselves rather than through government plans. He emphasized that every dollar received through government agencies comes at a high cost to the taxpayer.

Fidelity Bankers Life Sales Gain

Fidelity Bankers Life's paid-for ordinary business in the first quarter exceeded \$8 million, a gain of more than 90%. Group sales for the period totaled more than \$1 million and credit life production resulted in an increase of 32% in premium income.

Frank E. Sullivan, South Bend, won the American United 500-Mile sweepstakes as volume leader during the first quarter of 1960. He will receive two box-seat tickets to the 500-Mile Race at Indianapolis.

WANT ADS

Rates—\$22 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

SOUTHERN CALIFORNIA AGENCY OPPORTUNITY

Opportunity for qualified man, between ages 30 and 40, to head own agency with major life company over 90 years old. Successful record in life insurance selling essential. Some agency supervisory experience preferred. Sound financial backing provided, including agency operation and development expense, agent financing and agency supervisory plan. Excellent recruiting and training program for development of career agents. All replies held confidential. Write full details to: Box N-78, c/o The National Underwriter Company, 175 W. Jackson Blvd., Chicago 4, Illinois.

Live in Europe!!!

combine the graciousness of Continental life, and its income tax advantages with management of an established life insurance agency of major size.

Strong, progressive life insurance company has opening for a high calibre man who has demonstrated his capacity to manage substantial agency.

Liberal fringe benefits . . . salary commensurate with performance.

Send complete resume and photo to Box N-33, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

LIFE DEPARTMENT MANAGERS

Large multiple line company with life affiliate needs 2 men to head up Illinois and Ohio life operations. Must develop life business through licensed agents in Illinois and Ohio. Location Chicago and Cleveland. At least 5 years experience in selling, agency supervision and brokerage in the Ordinary and Group field. Our offices are aware of this ad. Replies held in strict confidence. Write to Box P-3, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

HOME OFFICE UNDERWRITER

Real opportunity with progressive Mid-Western Life Insurance Company as Chief Underwriter for life and disability insurance. Salary open depending on experience. Reply Box N-91, c/o The National Underwriter Company, 175 W. Jackson Blvd., Chicago 4, Illinois.

LIFE UNDERWRITER RISK SELECTION

ALLSTATE LIFE INSURANCE CO.

An experienced life underwriter is needed to train, supervise and direct life underwriters in carrying out risk selection programs of this company. This is an opportunity to help spearhead the growth of a new line of insurance with one of America's most successful and fastest growing companies. Outstanding Company benefits, including the famous Sears Roebuck Profit Sharing Plan. If you are 27 to 40, married and have at least 5 years risk selection experience, we would like to talk to you. No prior management experience is necessary. Relocate. Salary Open.

ALLSTATE LIFE INSURANCE CO.

J. B. Othasso
4830 East 63rd Street, Kansas City, Missouri

PRESTIGE BUILDING

Arlington, Virginia, at the Gateway to the Northern Virginia "Pot of Gold" Area of Metropolitan Washington. Just completed. This building offers Location, Parking, Air Conditioning, heat, light, custodial services, piped in music. Minutes from downtown Washington and 1.5 Million People. For Information:

Paul I. Burman
4000 Albemarle Street N.W.
Washington 16, D.C.
Emerson 2-8847

CREDIT LIFE OPPORTUNITY

An old established stock company in the credit life field has an opening for an executive experienced in office and field work. Individual to be considered must have minimum experience two years. Minimum travel. Salary commensurate with ability. Hospital and other benefits. Willing to relocate. All replies confidential. Send resume to Box P-7, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

PRESIDENT

Young successful chief executive of a small life insurance company desires change for greater challenge and advancement. Experienced all phases of operation including organizing new company. PROVEN RECORD OF ACCOMPLISHMENT. Write Box P-5, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED TO BUY

Medium to small life and/or health and accident insurance company entered to do business in the Middle Atlantic States. Address Box P-8, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

GROUP UNDERWRITER

Salary commensurate with qualifications and experience. Excellent opportunity. Give full background information and salary requirements.

General American Life Ins. Co.
1501 Locust St. St. Louis 66, Mo.

Fear Show Stealing By Forand Backers

(CONTINUED FROM PAGE 1)

clarified, making it clear the original intent of the conference still stands. Attendance at the meeting is by invitation only and is limited to about 200 people from a dozen or so factions concerned with the problem of medical care and how it should be paid for. Each group will be given a chance to present its views and no special emphasis will be placed on those of the medical profession, labor, management or the A&S business.

At least that is the theory behind the meeting. What some representatives of the A&S business are worried about is that instead of each side merely telling what it is doing or what it wants done, the conference will become a convenient device for power-politicking by Forand proponents.

Will Be Open Forum

The conference will be an open forum for everybody attending, and it is feared the AMA, under the circumstances, could very easily lose control of the meeting. Forand backers could take over the conference with long and loud, emotion-charged harangues that would completely dominate the proceedings. They could hold the floor interminably, knowing that should AMA rule them out of order, they can always cry "foul" and claim they have been prevented from presenting their side of the argument. The propaganda possibilities of such a conference are numerous for those who would not hesitate a moment to take advantage of them.

Even if AMA manages to keep the conference from getting out of hand, it still will have nothing to say about the activities of any group outside the conference room. Anyone the least bit unhappy about what goes on behind the closed doors of the forum can immediately upon leaving the conference call in the press and turn the whole affair into a propaganda field day. And although either side in the Forand question would be free to employ such a public relations device, some A&S people feel that proponents of government health insurance have in the past been quicker to use infighting tactics than have either the AMA or insurance circles.

S. C. Creates 5-Member Insurance Commission

Gov. Hollings of South Carolina has signed the bill that creates a five member insurance commission. The commission will elect the head commissioner. The present commissioner, R. Lee Kelly, who was elected by the legislature, will retire in June.

MANAGEMENT A CONSULTANTS

O'TOOLE ASSOCIATES
Management Consultants
To Insurance Companies
Established 1945
220-02 Hempstead Avenue
Queens Village, 29, N. Y.

CONSULTANTS
IN MARKETING AND FOR THE MANAGEMENT INSURANCE BUSINESS
FRANK LANG & ASSOCIATES
ONE NORTH LA SALLE ST. CHICAGO 2, ILLINOIS
521 FIFTH AVENUE NEW YORK 17, N. Y.

Tells How To Keep A&S Claims Down

(CONTINUED FROM PAGE 2)

due, to a considerable degree, to this particular work habit.

Another difficult problem stemming from agents' work habits is that of insured not having a proper knowledge of the coverage provided. When explaining the policy during their sales talks, some agents do not sense that at the time the prospect has only half listened to the explanation or that various distractions or interruptions during the explanation have resulted in misunderstanding or incorrect assumptions on the part of the prospect. If, instead of mailing the policy to the insured, the agent will deliver, he can go over the policy with insured and if there is misunderstanding, it will come to light. By doing this, the agent will not only prevent claim problems on his business but he will also materially cut down the lapses.

He said he saw another very troublesome work habit problem arising when agents write business on people they never see.

If the agent does not see the prospect personally, he has no way of properly evaluating the quality of the risk. The moral risk of an applicant is primarily determined by seeing him and talking with him.

"Volumitis is, in my opinion, the dread disease of the accident and sickness business," he declared. "The results of volumitis are always the same, a high lapse ratio and a dangerously high loss ratio. It is caused by the production philosophy of 'quantity regardless of quality.' . . . In order to effect a cure, the cause has to be removed, and the cause in this case is low quality policyholders. All the claim department can do is try to keep it from being too painful while it lasts. The surest way to prevent volumitis is a production philosophy of 'quantity with quality.'"

49% Of Aged Have Health Cover

(CONTINUED FROM PAGE 1)

ance, the association said, another 15%, or 2.4 million persons, are officially classified as indigent, and provision is made for their medical needs through Old Age Assistance, supported by federal-state matching fund programs. Such persons also receive money for food, housing, clothing and other needs.

According to the Department of Health, Education & Welfare, 26% of senior citizens had health insurance in March, 1952, and by September, 1956, this figure had grown to 37%.

The introduction of new insuring techniques has marked the increased activity in the 65-and-over field by insuring organizations, according to the association. One technique has been the mass enrollment approach of issuing health insurance to large groups of aged persons in a state.

One company insured more than 250,000 persons by this approach alone in a 12-month period ending in June, 1959.

Numerous other methods of insuring aged persons are employed. Many of the estimated 51 million persons now covered by group insurance policies issued by insurance companies will be able to continue their insurance after retirement, generally with part or all of the premium paid by the employer. Other workers will be able to convert their group insurance to individual policies.



The New Sound at Foundation

Is The Sound of

EXPANSION

The beginning of the new year brought more than concrete resolutions by members of The Foundation Group; during January, plans have been formulated for the expansion of some members of the Group into new areas and new states. This expansion is almost inevitable for members of The Foundation Group, because of the unique opportunity to concentrate virtually all plans and energies toward building strong and aggressive sales forces.

FOUNDATION GROUP MEMBERS CAN CONCENTRATE ON EXPANSION BECAUSE:

They are provided with *complete*, centralized home office services, freeing their executives of the details of administration and giving them access to management planning that is looking toward orderly, controlled expansion.

THE FOUNDATION GROUP

Box 18707

Atlanta 26, Georgia

GENERAL AGENT'S OPPORTUNITIES

Liberal salary; plus company furnished automobile; plus all expenses for 2 years while you are recruiting and developing your General Agency in one of the following Key Cities:

Portland, Oregon

Memphis, Tennessee

Indianapolis, Indiana

Charlotte, North Carolina

New Orleans, Louisiana

Los Angeles, California

Ages 27-45; college graduate; active church member.

Write stating qualification to:

Ned P. King,

Vice President and Agency Director

P. O. Box 2580

Dallas, Texas



**Company
conventions
are an extra
opportunity for**

Conventions can be a rewarding experience for the Hancock man who qualifies to attend.

They provide him with the valuable opportunity to meet other men who do the same work; to share experiences with them; to profit by exchanging ideas with them.

...the man who sells John Hancock



He learns new approaches to life underwriting from some of the company's — and the entire insurance field's — most successful men.

These company gatherings at fine vacation resorts are good for the morale of the man who sells John Hancock — most important, though, they're helpful and memorable experiences at regular intervals during his career.

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

John Hancock
May 7
64th Y

NALU
Aid
Ret

By

NEW
their ind
their loca
derwriter
tions can
real con
to solv
problems
aged an
and at
time imp
own effe
as sales
cording
S. Kibri
York Life
ton, Mass
man of th
At the
have a ger
of older
—he shou
with the i
Mr. Kibri
on a recen
As chair

Tax C
Seen
Finan

WASHIN
erence to
cent tax
out of cont
ing to dis
in financ
where the
surer, acc
Cooper &
ecutive dir
Life Under
In uphol
in the Stat
which inv
nor annui
ference to
cases, whi
nanced an
these case
which "we
insurance
transaction
the taxpay
pany. No g
on which i
are disting
present [S

May Cite L
"Revenu
language t
where the
rectly with
says the C
tin. "Of c
minimum

201